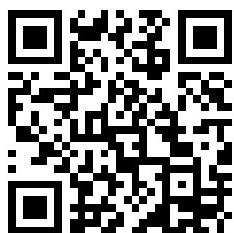


HARDWARE
ADVERTISING
CBY
WILLIAM BORSODI

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Hardware Dealers' Magazine

DANIEL T. MALLETT, Publisher

IT is THE paper for the progressive Hardware Dealer. Brimful of money-making ideas. Has many articles from successful men in the business. There is not a dull line in any issue.

It is noted for the large number of New Goods which are presented monthly, the handsome and exclusive Window Displays, descriptions and illustrations of Store Fixtures, reproductions of Newspaper and other forms of Advertising, Store Systems, etc.

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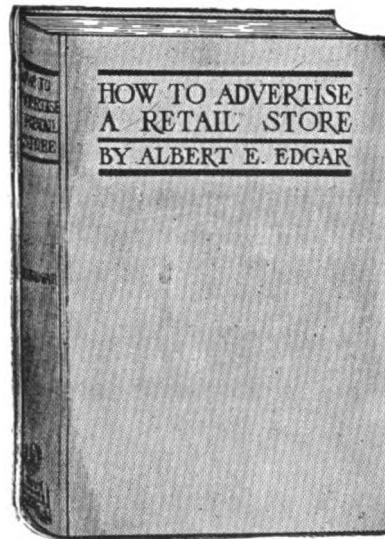
Hardware Dealers' Magazine

253 Broadway, New York

HOW TO ADVERTISE A RETAIL STORE

By A. E. EDGAR

This book is written by a merchant-advertising man who sells goods from his own store and knows how to sell them. Mr. Edgar is also a frequent contributor to BRAINS and other business periodicals. There are more than 600 illustrations of newspaper ads photographically reproduced from the originals. There are 20 pages of practical, helpful hints on how to lay out advertising copy, also more than 250 selling helps and schemes to attract trade.



Teaches =

How to lay out advertising copy,
How much space to use,
How to design an attractive space-saving name-plate,
What a headline should accomplish,
How to get and use proper illustrations,
How to write your advertising introductory,
How to describe an article so as to make sales,
What style and method of pricing you need,
The preparation of effective, free advertising,
How to find and properly use selling points,
The making of store papers, booklets, leaflets, folders, advertising letters,
and mailing cards,
The organization of a follow-up system,
The uses of calendars, blotters, post-cards, advertising novelties, package
enclosures, and hand-bills,
Proper methods of window advertising,
Correct outdoor advertising,
Spring, fall and other openings advertising,
Two hundred fifty selling helps, guessing and voting contests, drawings,
schemes to attract boys and girls, premium schemes,
The sensible advertising of special sales and clearance sales,
The uses of leaders and bargains,
Many novel sales plans,
The promotion of business in a number of specific retail lines—this de-
partment alone occupies about 100 pages,
Mail-order advertising and general advertising,
Points about type, borders, ornaments, and cuts,
Nearly 20 pages of practical and helpful hints on how to lay out adver-
tising copy,
How to read proof and technical terms.

Showing how all these things are accomplished by the
highly paid ad managers and the cross-roads storekeepers

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HARDWARE ADVERTISING

A COLLECTION OF SELLING PHRASES,
DESCRIPTIONS, AND ILLUSTRATED
ADVERTISEMENTS AS USED BY
SUCCESSFUL ADVERTISERS

TO FACILITATE THE EXPRESSION
OF IDEAS AND ASSIST IN
THE PREPARATION OF
ATTRACTIVE ADVERTISING

EDITED AND COMPILED BY
WILLIAM BORSODI



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TO VITIS VULPES
ATOPOMELUS
VITIS VULPES
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INTRODUCTION

ADVERTISING is the corner-stone upon which every great business in this modern age must be built.

Every up-to-date merchant recognizes the value of advertising as a business factor—few recognize the *possibilities* that may be realized by its proper use. More than a billion dollars is expended every year in the United States alone for publicity, and yet the science—for it is a science—is “still at the cock-crowing,” as Emerson says of civilization. No business is so small, no field so narrow, but that it may be expanded by intelligent advertising.

In every city may be seen many examples of what advertising has accomplished. The little store fifteen years ago located in some out-of-the-way street has become the large department store on the best corner. The shopkeeper who started ten years ago with \$100 and one clerk now has two hundred employés, and has amassed a fortune. Intelligent and persistent newspaper advertising has accomplished these wonders.

Thousands of brainy men are being paid handsome salaries to devote their talents to the study of this great question. Millions of dollars have been expended in experimenting—in determining the kind of advertising that brought results—that paid. The results of all this study and experimenting—the methods that have brought money in your line—are compiled in this book.

Not every merchant can be an *expert* advertiser, but all may be intelligent, profitable ad writers. Individuality in ad-writing is valuable, but to be able to prepare copy that *brings business* is more valuable. If Mr. Mason of Cairo has found that a certain ad in his newspaper brings him business, you may be practically certain that the same ad—or its essential idea—adapted to your line will bring trade to you, and you will find his ad in this book. *You don't have to be original to be a successful advertiser.*

Preparation of copy for the advertisement is the part that calls for the most experience. The technical knowledge of how to properly “set up” the ad can be supplied by the printer, though it is better if you know something of it. The small ad can be made more valuable if it has an individuality—

something that makes it unlike its neighbors. Next to the wording, this is the most important, and knowledge of the mechanical part of advertising makes this individuality more readily attained.

Scattered through this book are many phrases used in other lines than yours. They have been printed here because in every instance there is some thought or expression that you can make use of. These ads will show you that the best writers invariably make their language fit the article they are talking about—an important feature in ad-writing. Plain merchandise should be described in plain language, and high-grade and high-priced articles require high-grade talk. If you are seeking the patronage of farmers, don't use terms not familiar to the farmer. Study the descriptions or arguments used by others ; study those of your competitors and of firms in other lines of business, and see how you could improve them.

In preparing your ads, treat your subject simply but thoroughly. Do not overcrowd your space—leave something for the next time. While prices are the chief attraction in an ad, yet they must be handled carefully. If you are offering bargains, do not fear to feature the price, but if you are selling a high-grade article at a high price make the description sell it *in spite of the price*.

Don't forget that variety is the spice of advertising. You may advertise the same goods day after day, issue after issue if you will, but do not use the same language or display to do it. Study this book and you will be able to adapt to your use practically every ad that is printed here.

If you have not selected a store name, choose one. Then use it in your advertising until it is familiar to every person in your vicinity.

There is no advertising like newspaper advertising, but the papers must be selected according to the class of people you wish to reach. Your location may make a difference with your choice of mediums. Work along the line of the least resistance; go first after the trade that will come easiest. Many of the people who should trade at your store you cannot reach in any other way than through the newspaper. The paper is run for your benefit as an advertiser. Take advantage of it.

Your newspaper can be made your most valuable partner. By its aid you may win success ; without its assistance suc-

cess is doubtful. The money that goes to your newspaper is rarely an expense—it is an investment.

Don't expect that advertising alone will accomplish everything. No matter how attractive your announcement may be, no matter how great bargains you may offer, they must be backed up by good salesmanship and tasty store display. Your salesmen should familiarize themselves with the descriptions used in this book. No salesman can do justice to his position behind the counter unless he considers the personality of the customer and can talk intelligently of what he is selling. Do not try to sell an article unless you know all about it, and also know how to express your knowledge.

Advertising, like any other phase of your business, requires plenty of enthusiasm. Its possibilities are unlimited. If you are not an advertiser—if you are not an enthusiastic advertiser—you are not doing yourself and your business opportunity justice. Your wholesaler and your banker will confirm this.

Above all, it is the faithful, persistent advertiser who wins success. In the words of John Wanamaker : "If there is one enterprise on earth that a 'quitter' should leave alone it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom. He should know before he begins that he must spend money. Somebody must tell him, also, that he cannot hope to reap results commensurate with his expenditure early in the game. Advertising doesn't jerk ; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year until it exerts an irresistible power."

HARDWARE

Topsy turvy sale of tinware. Our house furnishing goods buyer has just received a solid carload of high grade tinware; there's almost every wantable kitchen utensil represented in the lot; these goods were purchased far below the market price and go on sale at figures that seem almost ridiculous; you can judge all our prices on tinware by the following.—*Zenith, Duluth, Minn.*

A can-opener is a little thing among the household furnishings, but a poor one makes trouble and cuts fingers at a time when the housekeeper is particularly anxious for everything to go smoothly. The Tip-top can opener is for either round or square cans, is the finest of steel and every one is guaranteed. The Star is for round cans and is adjustable for all sizes of cans. The Handy is for all kinds of cans and does the work with the greatest ease.—*Zenith, Duluth.*

Mop handles. Strong and durable. The kind you can fit a scrub brush in and use as easily as you do the mop. Scrubbing done with a mop handle lessens the strain on both back and knees.—*Zenith, Duluth, Minn.*

Dirty knives are cleansed in a quick, easy manner by Brown's knife cleaner, stains are removed and a beautiful polish given to the blades—a polish without scratches or marks—neither is the cleaner or knives worn in the cleaning. Brown's cleaner has the usual two rubber rollers, with this difference—it is fitted with a shoulder guard that prevents shoulder of knives wearing rollers hollow, and an emery trough that supplies top roller with powder. You will acknowledge its superiority over others, now you see the difference—price temptingly low.—*Zenith, Duluth, Minn.*

The only reliable rain-maker is a good garden hose with spray nozzle, that will carry a good stream of water to any distance around your lawn or garden, and keep it always fresh and green. We have the best line of hose, reels, lawn mowers and garden tools and implements generally.—*Avery & Co., Portland, Ore.*

Nothing but fun keeping the grass down when the great American lawn mower is used. Admitted by experienced mechanics who have examined them to be genuine and scientifically con-

structed, ball bearing mowers. Besides the ease in running and clean, velvet cut, the knives are so arranged that they sharpen themselves in running. It's a pleasure to show these mowers, and the price is right.—*B. G. Carpenter & Co., Wilkes-Barre, Pa.*

There is real satisfaction in having good tools, and when good tools can be bought at the very low prices at which we sell them, it is folly to go elsewhere and pay higher prices. We stand behind our tools with an iron-clad guarantee and protect you against any loss from poor ones.—*Zettler Hardware Co., Columbus, Ohio.*

The separator question is one of particularly live interest to the progressive farmer. We have demonstrated to others and will demonstrate to you the efficiency and superiority of the Sharples. Drop us a card. The machine will be loaned free of cost for the purpose of a trial, and there will be no obligation whatever to buy or keep it, if it is not satisfactory in every particular, or fails to prove its superiority in every essential detail over any competing machine. All we ask is a guarantee for its prompt return in case it is not as represented.—*D. M. Barlass, Janesville, Wis.*

Tools will break sometimes in spite of you, no matter how much of a hurry you are in to get a certain piece of work done. It always happens that way, nothing like knowing just where to buy new ones quick, at a low price, too. Our stock is very complete.—*Roe & Conover, Newark, N. J.*

Building operations in Peoria are more active this year than ever known before. All kinds of building material and tools are therefore in strong demand. It is always best to buy the best that can be secured, and this store always keeps that kind, both tools and material. If there is anything in those lines you are looking for, come here and we are sure we can satisfy you—every particular. No trouble to show the goods.—*Charles Johnson Hardware Co., Peoria, Ill.*

More expansion. Our expanding business requires more and better facilities for rapidly handling our large stock of hardware.—*W. B. Miller & Son, Springfield, Ill.*

HARDWARE

"Do All Mop."—Try it, and you will find it a home necessity—with it floors are washed quicker—with less trouble—easier than is possible in the old way—

"Do All" comprises a stout galvanized bucket with patent funnel wringer and a mop.—*Alfred Edmondson, Morecambe.*

The harvest sale advances with the measured music of hammers and saws.—*Jones Dry Goods Co., Kansas City, Mo.*

"Farming on business principles means the saving of the whole crop by the use of durable, up-to-date implements."—*Johnson & McClay, Bondurant, Iowa.*

Does your mower tear or cut? There's a difference in lawn mowers—after the first few weeks. Some rip and tear the grass, others cut it off sharp and clean, so that it will grow evenly. Townsends Essex and Spider lawn mowers cut the grass, but don't tear it; the blades are self-sharpening, and these mowers run very easily and noiselessly. If you'll call, we'll tell you all about the different lawn mowers we carry in stock. We can surely please you—and satisfy your pocketbook.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Flooded is our store with all the useful products which are so needful at this time of the year, both inside and outside of your home. Why not let us sell them to you? Our lines are the largest and best in the city and prices the lowest.—*H. Sandmeyer & Co., Peoria, Ill.*

Grass grows almost over night now. Keeping the lawn velvety and beautiful is more play than work if you have the right kind of lawn mower. We can supply you with a lawn mower that will run easily and lightly, will keep your lawn like a carpet, will last you longer and give you better service, and will cost you less than any lawn mower of equal grade in Brooklyn. "The Brooklyn," a new, strictly up-to-date machine, made by a factory that has the reputation of producing the best mowers on the market. They are easy running, self sharpening and equal to most makes that cost about double.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Carpenters' Tools.—For an important branch of hardware. We can supply any number of full kits of the best tools manufactured on this side of the Atlantic. Many tools are necessary articles in every family, as occasions to use them are of almost daily occurrence. The superior quality of our tools is universally recognized. Carpenters and joiners are unanimous in praising them. All our hardware is spoken of in a similar strain.

We make a point of carrying nothing but the best goods in every line, and we're standing on our metal.—*Avery & Co., Portland, Ore.*

For fine, substantial, well finished hardware of any description, we are sure our stock will stand your inspection. We carry the largest stock on P. E. I., and our assortment is the greatest. The reason we do the largest business is that we quote lower prices than our competitors. Our goods are all paid for.—*Dodd & Rogers, Charlottetown.*

One man we know is so tickled with the Holdfast screw driver that he keeps one on his desk and shows it to all his friends. We are showing in the basement just why it tickles him.—*Abraham & Straus, Brooklyn, N. Y.*

You don't buy hardware with the same frequency that you buy groceries, and if you buy the wrong kind you have bought a trouble that lasts a long time.

The essential thing about buying hardware then is to know that it is good. That brings you here, for the least skillful buyer can come here and be sure that what is bought is good because—we make it good.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Lawn mowers, Pennsylvania's "keen cutters." Now is your time to make your lawn look neat and tidy. Lawn mowers from \$2.50 up.—*Hunter & Strehlow, Peoria, Ill.*

Comprehensive Stock.—Nowhere in Burlington can you get anything in the hardware line cheaper or better than we can supply you. All our goods are the work of the leading manufacturers, and the prices have subjected to a test of comparison which shows that our claims in the foregoing are fully warranted.—*MacMillan's Hardware, Burlington, Ia.*

Garden Tools.—What are your needs this spring? It is well to be equipped with the best and handiest garden tools; makes work a recreation. We want you to see our assortment of these goods. Everything you will require and the most complete and up-to-date stock to choose from. Don't forget that we are headquarters.—*McLennan, McFeeley & Co., Ltd., Vancouver, B. C.*

Many a boy would rather have a few carpenters' tools for Christmas than anything else that you could buy.—*Phillips Cooke Hardware Company, Pueblo, Col.*

Your lawn needs attention. You can spare yourself a lot of hard work if you have the right kind of mower.—*Ingraham & Davey, St. Thomas, Ont.*

HARDWARE

A bargain whirl in refrigerators.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Door and Window Screens.—The fly is now having his inning. Are your screens up? Better get them at the House Furnishing Store at once while there's an assortment of all sizes.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

An extra good quality of sprinkling hose. Nothing is more refreshing these hot days than to give the front yard, porch or pavement a good wetting late in the afternoon. It makes the grass, plants and flowers live and thrive, and cools the atmosphere all around.—*Gray & Dudley Hardware Co., Nashville.*

Feather Dusters.—Do you know that we keep them? Well, we do, and if you have never had one, after once having one, you will wonder how you got along without. So helpful in dusting pictures, brackets, bric-a-brac, and things out of ordinary reach, so much easier than climbing up.—*Oliver Finnie Co., Little Rock, Ark.*

Keep the Lawn Green.—A good sprinkling and good hose and rather frequent going over with a lawn mower is the best prescription we know for a smooth, even, perfectly kept lawn.—*Frederick Loesser & Co., Brooklyn.*

The grass is growing rapidly—and about the first thing it needs to make it thrifty is a mowing. While the blades are tender is when the mower is most needed. What we are getting at is to tell you about the mower that we show and the other grass tools. *Mowers* from 12 inches to 18 inches. This is the size of the cutters in width. Our mowers must give satisfaction or they are returnable. Pruning shears, 15c. These are splendid little articles for keeping shrubberies and rose bushes in shape. Grass shears for trimming about fences and walks, 19c., and one easily worth a "dime" more for 25c.—*Kay W. Kay, York, Pa.*

Things for House and Lawn.—All the necessary implements for making little or big gardens and lawns grow well will be found in our big basement—and also everything that conduces to comfort in the summer home—all moderately priced.—*Kaufmann's, Pittsburg, Pa.*

Don't swallow any more typhoid germs while the highest-grade water filters in the land can be had for \$3.50. Don't kick any more about poor lights while double wire support gas mantles can be had for 15c.—"The" Racket Store, Denison, Tex.

Women work hard enough anyhow. It's

right to save them all we possibly can. Very few men would wash by hand week after week if a good washing machine could be had that would do it without extra exertion. Some of the hardest work on the farm is stooping over a wash board, and the women nearly always do it. We have good machines of different styles, every one of which are guaranteed to do the work well or your money refunded. — *Hardwicke-Etter Hardware Co., Sherman, Tex.*

Is the *lawn mower* getting dull? Hate to put out a dollar or two to have it sharpened again—don't blame you. Why not sharpen it yourself? 25 cents buys a practical sharpener—one that will last a whole season or more. A simple tool, but strong and durable. Has four cutting sides. Cannot get out of order. Any one can use it. Ask to see it.—*The Tracy Robinson & Williams Co., Hartford, Conn.*

When you buy a lawn mower buy one that will last a lifetime; that will keep in order with decent care; that has a tempered cutter bar blade and is therefore a self-sharpening machine; that has a rigid frame that will never get "limber," a strong double cutter bar that will not bend, a double ball ratchet that will neither get out of order nor wear out in a lifetime. The Elwood "Standard Lawn Mower" is the one we are talking about.—*Bement's Retail Store, Lansing, Mich.*

The application of ball-bearings to door hinges has proven an unqualified success. The Stanley ball-bearing butts have the balls so attached that they cannot fall out when the butts are separated, as is the case with other butts. They give unlimited resistance to wear, and absolutely prevent the door sagging or hanging out of plumb as is the case with ordinary hinges. They are noiseless in operation require no oiling and are as superior to ordinary butts in wearing and easy running qualities as the ball-bearing bicycle is to the old style axle.—*The Stanley Works, New Britain.*

Lawn mowers. It's high time the mower was brought into service and the lawn trimmed up and made presentable. If you are to own a new mower, the house furnishing store would have a word with you.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Garden Tools. Buy the kind we sell and you'll not regret it. We have made a most careful selection and are sure we can give you the best satisfaction in price and service. We handle all kinds.—*Chas. Johnson, Peoria, Ill.*

Gentle spring has come. She is here, bag and baggage, in which is a fine assortment of garden tools, which we are selling at lowest prices.—*Rising & Thorne, Newark, N. J.*

If you want a refrigerator, a lawn mower, a gas range or hot plate, a kerosene and gasoline stove, go where the largest stocks are carried, where you will have the greatest variety to select from, and where you will get best prices.—*McManamy & Rodman, Binghamton.*

Before long you will be cutting grass and you will want to do it as easily as possible. The best way is to use one of the Phoenix ball bearing lawn mowers. They reduce the work to a minimum. Built of the best steel and iron, with steel ball bearings, high multiple gear and perfect adjustment; they run easily and noiselessly. There's no work about using one. If you want cheaper ones we have those also; well made and durable. They will give good service.—*Tull & Gibbs, Spokane, Wash.*

Shovels, rakes, forks, hoes, spades. You must raise the earth before you can raise a crop of anything, and here's the tools to do the raising. Big stock, low prices.—*Ingram & Davey, St. Thomas.*

If there's hose to buy, or garden tools, or a bicycle, or any of the "spring tonics" that can be found in a first-class modern hardware store, come and give us a call.—*The Morrell Hardware Co., Pueblo, Colo.*

The most successful lawn mower on the market is the one that will do the best work, run the lightest, adapt itself to the greatest variety of grass and cutting, and the one which is most durable. We claim that the Caldwell Mower embodies all the above to a greater degree than any other mower on the market. We guarantee the "Cadet" to be the best lawn mower on the market for the price. Although it is not as cheap as some machines which are called lawn mowers, we warrant it to do better work and last longer. It has brass brushings, and the same ratchet and adjustment that are used on all high grade mowers now made. The gears are fine cut, thus assuring a quiet running mower. It is not made for competition, but to cut grass, and we guarantee it to do this work and to give full satisfaction to the purchaser.—*McManamy & Rodman, Binghamton.*

A well kept lawn gives the home a neat and thrifty appearance, and the timely use of the lawn mower has all to do with the neat appearance of the lawn. There is no excuse for having the grass grow to an unsightly height when

you can buy the Downing Lawn Mower for \$2.50.—*Callahan & Douglas, Binghamton, N. Y.*

Russians Lost Another Shipovitch They Needed.—Don't you lose a dollar-vitch you need. Buy all your hardwarevostok that is up to high standard of quality and down at the bottom in price. May be you need some Hose-ayama for sprinkling your gardenovitch and lawnasaki. Our J. M. K. & Co. brand will outwear any other sold at 15c a foot. Common hose-ayama, 10c and 12 1-2c.—*J. M. Killin & Co., Pueblo.*

Going to Make Things Look Slick Around the House This Spring?—If so, don't borrow tools from your neighbor. Our prices on garden tools, hoes, spades, lawn rakes, turf cutters, pruning shears, sprinkling hose, reels and lawn mowers admit of your owning a complete equipment of your own. Come here and select them to-day.—*Colwell Hardware Co., Mansfield, Ohio.*

There is no greater blessing than good water. It is a source of health and vigor; bad water is a prolific source of disease. We have the absolute essentials of goodness in all of our filters.—*The Rookery, Jackson, Miss.*

"Auto-spray." A self-operating or automatic sprayer. Galvanized steel and solid brass or copper used with 4-ply rubber hose—nothing to rust or corrode. Eight to ten strokes of plunger in air chamber will compress enough air to make a continuous spray for ten minutes. This means that the sprayer can be charged in fifteen seconds, when it will work uninterruptedly long enough to spray a quarter-acre of potatoes. For spraying tall trees, we furnish brass extension piping in 24-inch lengths, each fitted with coupling.—*Caldwell & Jones, Hartford, Conn.*

Yes, sir; we have *watering cans*. All kinds, all sizes, all prices. We have them of tin and galvanized iron. Small sizes for children, large ones for the gardener. Remember! Every can we offer you is made for service—not a toy.—*The Tracy, Robinson & Williams Co.*

Natural Stone Filters.—You have read, haven't you, what Health Physician Green and Dr. Bissell say about our city water, and about the need of filtration. A municipal filtration plant such as they suggest is all right, but the safe way is to have your own filter. If you don't care to invest much money in one, the kind to buy is one of our Natural Stone Filters. You are absolutely safe as for drinking water if you use one.—*Wallbridge's, Buffalo, N. Y.*

HARDWARE

A perfect *mop wringer*. Operate it with your foot, don't have to soil the hands. A boon to housekeepers. Not only a great convenience, but 'twill pay for itself in a very short time.—*Woodruff's, Knoxville, Tenn.*

A model bathroom is a most essential feature of the model house, as it is a necessary comfort to any home. We carry a full line of bathroom supplies, such as shower baths, towel racks, soap holders, etc., at the lowest possible price. When building get our estimate on plumbing.—*Jas. W. Hellman, Los Angeles, Cal.*

Monday's economy budget in household hardware. It's becoming second nature for housekeepers to watch Saturday's papers for Monday's offerings in the household hardware on the third floor. Almost sure to be something needed, as well as a saving consideration to make shopping worth while.—*The T. Eaton Co., Winnipeg, Can.*

Lawn mowers direct from an independent factory. Hence the prices must be right. Many sizes and styles to select from. Handsomely finished in different colors. Sizes of cuts 12-inch to 19-inch. Grass catchers, lawn rakes, garden hose, rakes, spades and all the latest tools for the garden and lawn. All our mowers have four and five blades, which is a big advantage over a three and four blade mower. We have handled the same line of mowers for several years and they have proven to be the best mowers we ever handled.—*Geo. M. Cooley Co., San Bernardino, Cal.*

Savory roasters. To roast the turkey in one of these roasters means a turkey that is tender and juicy and browned to perfection. They keep all the steam condensed and constantly dripping on the meat—don't get dry and scorch, neither do they need much attention. We have them in two different sizes at \$1.25 and \$1.90.—*L. L. Stearns & Sons, Williamsport, Pa.*

In building, the importance of buying good *hardware* is many times overlooked. The locks, hinges, sash locks, door hinges, etc., are a very small part of a building, but will repay many times for the cost and trouble of proper selection. Cheap goods are a continual source of trouble and worry. We are prepared to furnish good building hardware at prices you will find entirely satisfactory, and will be glad to furnish estimates at cost, etc.—*W. B. Miller & Son, Springfield, Ill.*

A long-felt desire satisfied. For this year's trade we have succeeded in buy-

ing direct from independent factories a carload of refrigerators and a carload of Dain *mowers* and Dain *rakes* and *stackers*, also lawn mowers. This means a straight saving to the consumer of 15 to 25 per cent., because we are not tied hands and feet by the trusts. The goods will all be on our floor in time for the season, and it will pay to see them before buying.—*Pioneer Hardware Folks, San Bernardino, Cal.*

Royal gifts in royal copper. Our new shipment of Royal copper thoroughly lives up to its name,—for they are Royal gifts indeed. No matter what may be the tastes of your friends, or their desires or needs along elegant lines, you are sure to find something here to surprise and delight them. Come early and make your selection before the choicest pieces are sold. They represent the best work of the Wuerzburg Plate Co., manufactured under the direct supervision of the German government. We are their Atlanta agents, and offer you their choicest products.—*Elkin-Watson Drug Co., Atlanta, Ga.*

Serviceable, easy running *lawn mowers*. Rather no lawn mower at all than one that works poorly, and is forever out of order. The Loeser stock of lawn mowers is comprised of four standard makes, namely, the "Brooklyn," the "New England," the "Easy Run" and the "Loeser." They are high grade in every respect and at their prices are the best lawn mowers obtainable. They are easily operated, run smoothly and cut evenly. We recommend them to everyone.—*Frederick Loeser & Co., Brooklyn.*

"Philadelphia" *lawn mowers* are easy to operate. They are perfection in lawn mowers. If you have been having trouble with a poor mower, you will appreciate the "Phil." We have all sizes. Prices from \$2.75 up, according to size. We will be pleased to show them to you.
F. S. Katzenbach & Co., Trenton, N. J.

Your cooking made easy by using the Glenwood range. The Glenwood is the most economical on the fuel, perfect baker and cooker; in fact, has all the improvements to be found in a first-class range. It will pay you to see our line of over twenty different styles.—*James W. Hellman, Los Angeles, Cal.*

Aluminum *cooking utensils* are light in weight, bright as silver, and absolutely pure and wholesome. They have no enamel or plating to wear off, the finish is the natural finish of the metal. They retain heat longer than any other vessels and are absolutely the best.—*G. W. Barnett Hardware Co., Montgomery, Ala.*

Builder's *hardware* in our west window. On February 4th we will place the names on the different designs and in this space give a short history and description of them. Read the description and then inspect the goods, for we are sure that you will be interested, and should you ever want to build a home it will assist you very much in selecting the hardware. We will be pleased to answer any questions you want to ask.—*Hall-Leeper Hardware Co., Denison.*

We have determined to make a radical reduction in our stock of *stoves* and heaters, and have cut all prices so deeply that they are bound to move quickly. Our assortment is very large, and includes all sizes and styles for coal, oil and gas. Only good qualities are represented, and even at the reduced prices we shall be glad to arrange easy terms of credit to suit your income.—*Peter Grogan, Washington, D. C.*

It is largely the purpose of showing how easy it is to make bread with a Universal bread maker, and how much time it saves, that we are going to have a good bread contest on March 27th-28th, at which time we will give away \$25.00 cash in nine prizes. Any woman may enter her bread in this contest, the only requirement being that bread so entered shall be made with a Universal bread maker. So if you haven't a Universal already, we advise you to get one now, and make an effort for a prize. Even the most inexperienced girl can make good bread with a Universal. And we sell them on approval—freely returning your money if you are not satisfied in every way. Cost, according to size.—*Barrett Hardware Co., Joliet, Ill.*

Keen as a razor. All the time. It isn't necessary to send the New Department *mowers* to a repair shop to have them sharpened. While in use they are positively self-sharpening by keeping the cutting edges in close contact. We guarantee these mowers the lightest running and most durable made. Have you seen the easy-tempting grass catcher? It's the handiest mower attachment made. See us for garden hose and lawn sprinklers.—*Bush & Handwerk, Joliet.*

Take pride in your lawn. Keep the grass closely cropped. A lawn that is neat and clean improves the appearance of the whole house and neighborhood. Now show your civic pride by using a "Keen Kutter" ball-bearing lawn mower which is the easiest to run. Made of the best materials, its blades retain their edge longer than the ordinary kind. Let us show you one to-day.—*Dollarhide & Harris, Denison, Tex.*

The hardware is but a small item in the whole cost of a building, even if the difference in cost between good locks and poor ones is so little that you would not consider it a saving to use the poor kind if the matter were brought to your attention. This is where we come in. We carry by far the largest stock of locks and builders' hardware in this section and are prepared to name interesting prices for the hardware complete for any style building, from the humble cottage to the largest office building.—*G. W. Barnett Hardware Co., Montgomery, Ala.*

We have just unloaded a large carload of above goods bought before the advance. Will sell same at special prices. Wholesale and retail.—*R. Chestnut & Sons, Frederickton, N. B.*

The *chafing-dishless* household doesn't know the pleasures it has missed until the first chafing-dish comes along. So, perhaps, a chafing-dish may prove to be the very best gift-thing for somebody you know. The sorts we have to offer are quite different from the average—entirely better. The metal is of the best; the nickelized finish is put on to stay; the lamps are improved. We sell these dishes with a guarantee of absolute satisfaction.—*Herz, Terre Haute, Ind.*

What better gift for any woman than a chafing-dish or five o'clock tea stand? Either is sure of appreciation. Chafing-dishes and five o'clock tea stands, in brass and nickel. The chafing-dishes have new self-regulating and extinguishing asbestos lamps for alcohol or "kaholio," and range in price from \$3.25 to \$7.95.—*The Fair, Ft. Worth, Tex.*

Why use the clumsy wood stove in the cottage or summer kitchen. We have a complete line of *gasoline stoves* priced below value. They cook and bake perfectly and do not heat up the room, the expense of operation is less than with any other fuel.—*Winegar's, Grand Rapids.*

About one-third your coal bill is estimated as waste unless you sift your ashes.

This is no longer a dirty task. "The Hustler" you simply pour your ashes in at one end, turn the crank and the good coal drops into the pail hung on the other side.

The Hustler costs more than the common sifters, but being so well made it will give full value and last for years.

Figure about a third of your coal bills wasted unless you appreciate the value of a Hustler.—*Babcock, Hinds, Underwood, Binghamton, N. Y.*

HARDWARE

HARDWARE—CUTLERY

Two weeks ago we thought we were holding the greatest cutlery sale that we would ever hold, when we bought and placed on sale over 20,000 pairs of shears. Now to-day, we add to the shears over 1,500 pocket knives; over 3,500 razors; over 1,000 pairs of scissors, all sizes, from small manicuring scissors up to six inches, and hundreds of razor strops and hones. Every piece of cutlery in this sale is perfect, and the best quality that can be made. We've told you how we got the 20,500 pairs of shears. This is how we got the balance of the cutlery that goes in this sale to-day. A jobber of cutlery quit the jobbing business and went into manufacturing only shears. The pocket knives, the razors, the small scissors, the razor strops and hones, comprise the jobbing stock he had when he quit the jobbing business. Not one piece of the entire lot saw the light of day since being put in their original packages, until opened for this sale last night.—*Jones Dry Goods Co., Kansas City, Mo.*

These carvers are found to be very acceptable as individual or breakfast carvers. They are made of a very fine grade of steel, with a 5-inch blade, nicely finished ebony handle and silver ferrules.—*Callahan & Douglas, Binghamton.*

Twenty-five cents for good scissors is not much when you get a pair that will cut well and last much longer than you would expect. Until we tried them we bought only in small lots, as we thought them too nice looking to be good, but they have proven so satisfactory, such good cutters, we call your attention to them, knowing that they will give you good service.—*Eyrich & Co., Jackson.*

A complete line of all kinds of scissors. This is the season of sewing with the thrifty housewife.—*Seitz's, Ottawa.*

We'd like to put an edge on for you—a keen, cutting edge on whatever cutlery you possess that needs sharpening. Our grinder is an expert; our machines are of the most modern and approved type; our work is of the kind that makes people say: "There, that's something like it!" Hadn't we better call for that dull lawn mower of yours?—*Palmer Shoe Repairing Co., Bangor, Me.*

No end to the assortment our cutlery department offers you. Everything that

has an edge can be found here in all sizes and shapes and at prices suited to any man's pocketbook.—*Strong, Bush & Handwerk, Joliet, Ill.*

Yankee safety razors are famous for their easy, luxurious shaving qualities, and are so simple that any man, no matter how inexperienced, can shave himself with perfect safety. Made of highly tempered steel, hollow ground. Every one fully guaranteed; all ready for a quick, clean shave.—*Bloomingdale's, New York, N. Y.*

CUTLERY BRIGHTNESS.—No better table cutlery for company house use than ours with ivoride handles—which are so fixed to best hand-forged steel blades that cannot come off—has smart appearance—keeps a good cutting edge, and costs little.—*Alfred Edmondson, Morecambe.*

For the Man Who Shaves.—If a man is critical about anything, it's his razor. The most exacting will find our line of razors exceptionally complete in variety and faultless in quality—razors with years of service in them, reliable in every way.—*J. Wiss & Sons, New York.*

KNIFE FANCIES.—It may be possible that Santa Claus didn't bring you a knife, and maybe you are just as glad. Most men like to pick their own knives, and no two pick alike.—No handle but a pearl one for some—nothing but buck-horn for another—some want a whole tool chest—some want two blades—some like big blades—some little—and so it goes. We know how knife tastes differ, and that's why we offer such a wide assortment.—*The Barrett Hardware Co., Joliet, Ill.*

The big cutlery sale continues. Ever since we announced the big cutlery sale which is now in progress at the big store, this department has been crowded with throngs of eager buyers. Have you seen what we're offering? If not, better do so to-day. The sale consists of a lot of drummers' samples—scissors, shears and pocket knives. We secured them at a very low price, therefore will offer them to you in the same manner.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

Scissors Under Half.—Without any question these two sizes of scissors which are ready for Friday's selling are the best value we ever had at the prices.—*Frederick Loeser & Co., Brooklyn, N. Y.*

HARDWARE—CUTLERY

HARDWARE—FREEZERS

The Peerless ice cream freezers are noted for the rapidity with which they produce well frozen cream. Three and one-half minutes is the standard time allowed for making cream in this freezer—a short enough period surely. One of the greatest satisfactions of the home cream, however, is its purity and cleanliness as well as the very smooth effect that is so delightful. The Peerless freezer has proven its right to the claim of the maker that it will produce more smoothly frozen cream in quicker time than any other freezer known.—*Abraham & Straus, Brooklyn, N. Y.*

Do You Eat Ice Cream? Why Not Make It Yourself? It's as Easy as Making Lemonade.—Of course you are thinking of the old dasher and the eternal grind when you say the cream is not worth the work involved. But when you say this you show that you do not know the Twentieth Century freezer which does all the work while you can sit by and read a novel or think how you will serve it to your guests. And the quality of the cream lies entirely with you. If you will just step in some day and see the demonstration of this wonderful machine in the basement you will realize that this Freezer is an exception to the general rule in all things—it does not require hard work to secure the best results.—*Abraham & Straus, Brooklyn.*

Of course, you couldn't use a great quantity of ice in three minutes—so that's one feature. The mechanism of the "Peerless" assures light work—and that's a good hot-day argument. And home-made ice-cream is always made as good and pure as home folks know how—that's final.—*Macy's, New York.*

On a Sunday afternoon or during the evening what is more enjoyable than to make ice cream? You will say that is all right, provided it don't take too long to freeze the cream. Our line of freezers are of all sizes and with any of them you can freeze ice cream in five minutes.—*Geo. M. Cooley Co., San Bernardino.*

Will you be up-to-date? 19th Century methods to-day have not one chance in a hundred. We make Ice Cream that is up-to-date. One order and you will be on our list for all time.—*F. E. Kruse, Binghamton, N. Y.*

Cool off. When this quivering July

air is ablaze with sizzling heat and your parched and blistered tongue cleaves to the roof of your mouth, powerless to rebuke the idiot who wants to know if it is "hot enough for you," isn't the sensation of some cool, refreshing, delicious liquid trickling slowly down your dusty, thirsty throat just about the most delightful thing imaginable? You're right it is, and the sooner you invest a little money in one of our fine water coolers or quick ice cream freezers, the sooner you will be enjoying a good many cooling and refreshing spells this hot weather. Our freezers make cream while others are getting ready.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Ice Cream for Desert.—Of course, it will be the best part of dinner for months to come. No need to get heated up at it, either. The XXth Century Freezer requires no grinding; and it makes the best and smoothest cream that can be made. And for all kinds of delicious fruit ices and frozen puddings, no other freezer can approach it at all. It freezes them without mussing them up a bit—and that's the way they look so fascinating. When you see frozen delicacies served, that you don't see how the hostess had made, just take it for granted that she has a XXth Century Freezer and that you can have the same fine deserts when you get one, too.—*Wanamaker's, New York.*

For her summer dainties ice cream, ices, sherbets, frozen custards, etc., we stand ready to supply freezers of standard manufacture and in several sizes—capacity of from one quart up to gallons. If you're short on the freezer line it will pay you to see our complete and satisfactory stock.—*Avery & Co., Portland, Ore.*

From baby up all like ice cream. It's a treat to most people—a Sunday dish. Have it every day in the week if you like, and twice on Sundays if you use a Peerless Iceland Freezer. (One motion.) It is easy to keep clean. Cream can make no lodgment on dasher. Scrapers are not attached to arms by iron clamps which allow cream to soak in between wood and iron and become putrid and sour. Dasher is thoroughly cleaned simply by scalding.—*Richardson & Grant, Ogden, Utah.*

HARDWARE—ICE CREAM FREEZERS

HARDWARE KITCHEN UTENSILS

Opening of the Food Chopper Season.—We don't know why we sell more food choppers at this time of the year than any other, but we do. There is no time during the entire year that a Gem chopper in the kitchen is not seasonable. Takes the place of the old-fashioned chopping bowl and knife, does better work, without any noise. Big display of food choppers in our north window and you are invited to come in and see how the Gem chops fruits, vegetables and most anything except wood. May we have the pleasure of seeing you?—*Barrett Hardware Co., Joliet, Ill.*

A food chopper that cuts meats, suets and vegetables without grinding or tearing them has a place in every kitchen—especially when that machine is not likely to wear out and is easily cleaned. We offer you such a machine—it clamps to table or dresser, is coated with pure tin, right for helping with Xmas preparations and also for using up cold meats. The price is scarcely worth consideration, it's so little—5s. 9d.—*Alfred Edmondson's, Morecambe, Eng.*

Mudge Canning Process.—The best method of putting up fruit—try it on cherries. No cooking, no chemicals, no addition to the fruit except sugar and water; the air is driven out, the fruit sterilized. When opened the color flavor and shape of the fruit are as nature made them.—*Wanamaker's, Philadelphia.*

Doubtless you think you are getting the best enameled ware at bargain when, in reality, you are paying high prices for seconds. Compare our line with the cheap class.—*Anderson Hardware Co., Atlanta, Ga.*

Meat Protectors.—Flies are very pesky things during the next two months—unless your eatables are placed beyond their reach—much food will be spoiled—our meat safes are capital conveniences in which to store provisions—perforated ends and front allow a free air passage yet all is safe that's placed behind their doors.—*Alfred Edmondson, Morecambe.*

Fruit Jars.—Fruit jars have such a habit of getting broken that the supply needs replenishing each year. How about yours? There are plenty here when you need them at these prices.—*Sibley, Lindsay & Curr Co., Rochester.*

Hash enough for ten persons chopped in three minutes by the "Universal" food chopper, the best kitchen utensil ever invented.—*Landers, Frary & Clark, New Britain, Conn.*

For a cozy little supper on one of your evenings at home or after the theater this handy little chafing dish will be found indispensable in the preparation of dainty and appetizing dishes.—*Barber & Ross, Washington, D. C.*

Sale of specials for "the Good Old Summer Time." We have planned this sale as a sort of first-aid to the battered and broken, after the May move, also a general refurnishing sale for kitchens, with special price inducements for a man to plant his own garden and shave his own lawn.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

"Seconds" in housekeeping fabrics sometimes afford as good service as first qualities, and with no danger. But second grade kitchen utensils ARE dangerous and unsanitary. A French physician says that many cases of appendicitis are traceable to the chips of coating from inferior granite ware. Don't go experimenting when reliable first quality wares can be had for so little money.—*Macy's, New York.*

No, they are not seconds. There's not a doubtful piece among the thousands. You will have no sooner entered this basement housekeeping wares store of ours to-morrow than you will be impressed with the importance of the sale—prices, qualities and quantities all combine to make up a sale such as will delight the most exacting buyers of kitchen wares and kindred kinds.—*S. P. Dunham & Co., Trenton, N. J.*

Many are called, but few are chosen. That's the way with enameled ware. Lots of them are called good enamel ware, but there are only a few that will stand hard usage.—*The Stambaugh-Thompson Company, Youngstown, O.*

Dozens of good and worthy kitchen-ware values for bargain Saturday's selling. The following, and many other articles in kitchenware, are marshalled for special selling to-morrow. All marked very much less than regular. Every article in the list is all right in quality and some very low in price.—*The Fair Store, Binghamton, N. Y.*

HARDWARE—KITCHEN UTENSILS

Take, for instance, granite ware. All stores are not so careful as we are. A tiny chip off, or a slight blemish here, and the article does not go out to any customer, because right at that flaw rust begins to work and the article is worthless. Little points all through the stock we look after. The flimsy, trashy housefurnishings find no room here.—*Hightower & Graves, Atlanta, Ga.*

"Polly, put the kettle on!" And if it's aluminum it won't burn, it won't be affected by acids, it won't absorb acid tastes or odors, it won't absorb grease, it can be quickly and thoroughly cleaned—and it's a whole lot lighter. Aluminum cooking utensils will surely displace tin, steel, iron and copper utensils—and if you would be up-to-date and economical you'll find it worth while to step into our store and see the many different patterns, and learn the low prices.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

The sale of graniteware. Long service, good looks and extraordinary values are the reasons why we give for women to stock their kitchens with Monarch graniteware. After this sale you'll have to wait six months for another opportunity as good.—*The T. Eaton Co., Winnipeg, Can.*

It isn't necessary to fill the fire-pot of a Household range way up to the covers. Keep it half full—you'll get a better baking heat, you won't warp the range top and you'll burn just about half as much coal. Your kitchen needn't be suffocatingly hot at any time if you run the fire of a Household range right.—*Langley, Waterbury, Conn.*

Roasting Pans. We have always sold our share of roasting pans, but since we began to sell our sanitary self-basting roaster, our sales have increased so that during the past four months we have sold as many roasters as we did during the past two years of all kinds of roasting pans. The people know a good thing when they try it. Try one of our roasters, and if you don't like it send it back. They are guaranteed for ten years. Price just as low as the common kind.—*H. Harroun & Co., Mansfield, Ohio.*

Our broadest and best sale of household utilities. Great savings in price. Back from vacation—house to be opened—what a lot of fixing up everybody needs to do for fall. Good time to start the great September sale of household needs. Pretty much all Brooklyn depends regularly on this great basement store for such things—seems superfluous

ous to say again that everything here is of the highest character or it wouldn't be here. The good housekeeper doesn't like to fool with things that may or may not be satisfactory—so she comes to Abraham & Straus' and gets the best for the least the best costs anywhere. But in these great sales we plan to do better than usual pricing—a good deal better. Manufacturers who want our all-season business make big price concessions on goods we buy for this sale. We cut off profits, too. Result is an immense stock of the best household utilities—fourth to half off. Brooklyn knows all about the sale—Brooklyn women wait for it. Enough to say we never before had such a big sale or such small prices. Here are details—some of them. Can't begin to give all to-day.—*Abraham & Straus, Brooklyn, N. Y.*

A treat for housekeepers! A feast for the economical! A sale of enameled ware that will cast a ray of sunshine in every kitchen. Don't trust yourself to use any but perfect enameled goods. Don't risk the dangers that lurk in lightly coated and imperfect pieces. All the pots, pans and kettles in this sale are strictly first grade and double coated—absolutely free from any poisonous substance.—*W. V. Snyder & Co., Newark, N. J.*

Aluminum ware. Come and see our line of cast aluminum ware, most complete in the valley, moderate in price and the best cooking utensils manufactured. You can put our aluminum tea kettle on a gas stove for six months without a bit of water in it—we will guarantee that it will not crack. Come in and look over the line.—*George J. Frank, Bay City.*

The Illinois pure aluminum ware for health and cleanliness, economy and wear. Will not scorch or burn—will not rust or corrode—will not crack or scale like the enamel ware. It is therefore an ideal cooking utensil, one which is far superior to ordinary kinds. In appearance aluminum ware resembles silver, but unlike silver it will never tarnish and is easily kept clean. This ware weighs but one-quarter that of silver or enamel ware, and being light is convenient to handle, is strong and will outlast any ware on the market. It is practically unaffected by the strongest acids and is positively the only utensil for cooking purposes that is absolutely pure and is in no way affected by any substance used in culinary operation, and is as pure as china or glass, the difference being it will not break.—*George M. Cooley Co., San Bernardino.*

HARDWARE—KITCHEN UTENSILS

No ware like German cooking ware. See our window and prices. Buy one piece and you will buy more.—*F. Crouse & Son, Mansfield, O.*

Don't fail when in our housefurnishing department to see that wonderful Universal bread mixer demonstration—see how easy bread can be made—try a sample of the bread which our demonstrator will serve you with, which is made fresh every morning, and thus form your own opinion as to the merit of the machine.—*Simpson, Crawford Co., New York.*

To stand the bangs and wear of the kitchen there is nothing so good as copper. Most of the copper kitchen and table articles in "Burke's" basement are made from a single sheet of copper, which makes them better than the best of former days, and are finished with burnished nickle plate and silver lining to give them the elegance of appearance of most costly silverware.—*Burke, Fitz Simons, Hone & Co., Rochester, N. Y.*

A large 10-qt. dishpan, made from one piece of best steel, enameled inside and out with three coats of sanitary enamel, baked to a high finish, in blue and white effect. These are not factory seconds, but strictly first-class goods.—*Spiegel's, Chicago, Ill.*

Cullender-Satisfaction.—Our pure enameled cullenders are the best cullenders produced—pot ones break—tin ones rush and discolor—our enameled ones do neither—they are absolutely clean and perfectly safe to use—also the most durable—in fact there is no wear out to them. A satisfactory price littleness, too.—*Alfred Edmondson, Morecambe.*

New beginners as well as old established housekeepers should not fail to see our display of kitchenware. We carry the largest up-to-date line of these goods in the city, and are continually adding something new, that will save Bread Raiser and Mixer, which mixes

you money and labor, such as our Patent your bread in three minutes' time, making the hardest part of bread making easy, and it is only one of the many labor savers we have.—*F. Crouse & Son, Mansfield, O.*

A New Dish Washer.—We are always trying to help the women—anything that makes their work easier or quicker done we buy, but not before we have thoroughly tested and proved its merits—one thing at a time. Now that the three-minute bread mixer has proved so successful, we want all the women who have seen that to see this Darlington dish washer, because we believe you will like that, too. This is a little round brush fastened to a rubber tube, and one end of the tube slips over the hot water faucet, allowing the water to run right through the brush. You hold the brush by the handle and wash all your dishes, kettles and pans without putting your hands into the water. It is very simple, clean, and puts the dishrag out of business. Only \$1.25.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Poor light in the kitchen is a great strain on the eyes if you must work with its aid—it is cheaper and far more comfortable to work by a good light—which can be had for 2s. 6d., whereas a poor light might cost you the most priceless blessing—eyesight. The "Welsbach" burner complete at half-a-crown makes our poor gas usable.—*Alfred Edmondson's Morecambe, Eng.*

Good light is necessary these dark nights if you would read with pleasure—study with comfort—or work with satisfaction. Poor light is a severe strain upon strongest eyes and sooner or later—sooner if anything—spells—ruined sight! Cheap light is promised all who burn our lamps—for they give the maximum of light at the minimum of cost! See our line for kitchen use.—*Alfred Edmondson, Morecambe, Eng.*

HARDWARE—REFRIGERATORS

*O for a lodge in a garden of cucumbers,
O for an iceberg or two at control;
O for the use of a Santos Dumont
To carry me straight to the frigid north pole.*

Our dry air refrigerators are so dry that any match after remaining in the refrigerator with ice in it for three days (or perhaps more) will strike and light as readily as if just out of the match box. We are demonstrating that here now, with both matches and salt, the salt remaining as dry and fine as ever. It shows that the circulation of air in our refrigerators is so perfect that it counteracts the dampness from the ice. They're the sort of refrigerators that keep food fresh. The consumption of ice is very small, too. We have to replenish the refrigerator but twice a week.—*W. B. Moses & Sons, Washington, D. C.*

Our refrigerators are cleanable, pure, cold and dry. They can be kept cleaner, colder and drier than any other kind. You can take them all apart and get at every corner and crevice. Lined with zinc or real porcelain, food kept in them is pure.—*Kinney & Levan, Cleveland, O.*

If you need a new refrigerator this is the place to come for it. We have a new line of the best refrigerators we know of. They're ice savers and food savers. They not only keep things cold—they keep things pure and wholesome.—*Morey Furniture Co., Bangor, Me.*

Do you drink water enough? Lots of people would drink more if it was made inviting. This is assured by the use of our Glass Water Cooler with inside ice chamber and aluminum trimmings. Here you have a water cooler that cools the water without the ice touching it, that defies corrodung, and that is so inviting to the eye and appetite that the foaming stein simply sinks into "innocuous desuetude." Suppose you see it—we mean our Glass Water Cooler.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Certain properties you demand in a good refrigerator:

That it keeps the food entrusted to its care sweet and fresh.

That by proper ventilation it prevents one sort of food from absorbing the taste and smell of another.

That it is economical in the use of ice.

That it is hygienic—easy to clean and to keep clean.

The "Odorless" is all of these things. It is well constructed; boxes are made of oak, zinc-lined; ice-chamber is lined with galvanized iron; shelves are of woven wire, allowing free air circulation.—*Wanamaker, New York, N. Y.*

The best known refrigerators with a good reputation are the McCray, the Bohr Syphon and the Peerless; every one constructed on strictly scientific refrigeration principles—of the best materials. Probably a little higher in price than ordinary ice boxes—but the difference in price will be more than offset by the excellent service—the saving on ice and the assurance that your edibles are being kept properly. "Won't you let us explain?"—*The Mitchell Co., Cleaveland, O.*

Cursing the cooler won't keep your meat fresh and your milk from souring. The only thing to do is to exchange your old ice box for a modern refrigerator so arranged as to save the meat, butter and cream and save the ice at the same time. This is the time to think about it. This is the store for you to come and see about it.—*J. R. Allen, Crookston, Minn.*

Keep cool! Extremes touch—June cold is succeeded by July heat. Hope you're prepared for it—but we surmise that maybe you have put off buying the various cooling apparatus you need about the city or country house. Fortunately enough, we're ready to supply you on the jump—without bother or delay, with ice cream freezers, ice water tanks, refrigerators, ice tools, and everything else to set at naught the attacks of the mercury.—*Wanamakers, New York, N. Y.*

"In the good old summer time." You will be happy if you have one of these refrigerators. They are well and strongly made of hardwood and finished in golden oak. An examination will surely tempt you to buy. A full line from \$3.50 to \$65.—*Shellas & Chestnut, Brooklyn.*

HARDWARE—REFRIGERATORS

Stone coolers for ice water. Water keeps fresh longest in stone. There is nothing to rust, corrode, decay, mold or get musty. Once they are thoroughly cold very little ice is required. Another economy is that no repairs or painting are ever needed. The first cost is all and they last forever. All sizes, 1, 2, 3, 4, 5, and 6 gallons. You can afford to have one or more, as required, in preference to a refrigerator compartment, because of our low selling prices. We charge the least because we buy larger quantities and secure extra discounts. For serving iced beverages we have a large variety of fancy figured white lined stone pitchers.—*Schrage Bros., Wilkes-Barre, Pa.*

Ice melts altogether too rapidly in the hot summer weather. It is most necessary to be careful now when you are selecting your refrigerator. All our refrigerators are perfectly insulated with mineral wool. All our refrigerators are improved, up-to-the-minute makes.—*Renaud, King & Patterson, Montreal, Can.*

Cursing the cooler won't keep your meat fresh and your milk from souring. The only thing to do is to exchange your old ice box for a modern refrigerator, so arranged as to save the meat, butter and cream, and save the ice at the same time. This is the time to think about it. This is the store for you to come and see about it.—*J. R. Allen, Crookston.*

Alaska refrigerators save the ice, Pennsylvania Lawn Mowers cut the grass and are practically everlasting. Arctic Ice Cream Freezers make good ice cream and do it quickly.—*T. Rosenberg, Houston, Texas.*

Some cold facts for warm weather consideration. Subject: Refrigerators and ice chests. The kind: Gurney.—*W. S. Aaron, Altoona, Pa.*

Do you need a new refrigerator? Don't fail to investigate the "Alaska." The Alaska refrigerator is made from carefully chosen materials. It is most scientific in its construction. There is always a circulation of cold, dry air maintained in an Alaska. It is because of this reason that you can keep salt or matches in an Alaska and they will remain perfectly dry. Alaska refrigerators consume the minimum quantity of ice—and are, therefore, very economical to operate. There is never a "musty" smell about Alaska refrigerators. The air is always sweet and clean—because of the constant circulation above mentioned. Alaska refrigerators represent the best investment you can make—get an Alaska. Notwithstanding the great merit of this refrigerator, the cost is

no more than you would have to pay for inferior makes. Let us show you our line.—*Cass & Smurr Stove Co., Los Angeles, Cal.*

The interest aroused by this series of sales is unprecedented. Encouraged by it, we are continuing the sales and drawing upon the stocks of practically every department in the store. Only seasonable merchandise is involved—this week many lines peculiarly desirable for the vacation period.—*Macy's, New York.*

Truly it may be said that to improve each day and each week in methods and system is our motto, and to this end were these great and helpful Friday sales of ours inaugurated. Their first announcement to the public, ten years ago, had the proper ring, they filled a want, they sustained the principle of intelligent foresightedness and public benefit, and the standard we raised then of supplying the people with their needs, more efficiently, at money saving prices, has never swerved. Nor will it. Just as full of life, vigor and enthusiasm as at the beginning—we fittingly celebrate this Friday the anniversary of these great and helpful events by offering the greatest aggregation of bargains ever known.—*Jonas Long's Sons, Wilkes-Barre, Pa.*

The better the refrigerator the less the ice bill. Refrigerators built in a cheap, inferior manner consume much ice, owing to their poor insulation. These cheaply constructed boxes gather moisture in the seams and cracks, swell up, separate at the joints, and are soon worthless. These cracks are also very unsanitary, they collect dirt and harbor the bacteria that starts fermentation and decomposition of the food. Our tile-lined refrigerators are as near refrigerator perfection as can be made. They are absolutely sanitary and last a lifetime—in fact, two or three lifetimes. Prices, \$24.00 to \$65.00. Our zinc-lined refrigerators are cheap only in price. They have seven walls of non-conducting materials, a dry air circulation which preserves food, and will last a long time if properly cared for.—*The Stambaugh-Thompson Co., Youngstown.*

Health, comfort and economy. It is absolutely essential to your health that you have a refrigerator that can easily be kept clean and fresh. It is only a refrigerator with a perfect circulation of "dry air" that is never damp and ill-smelling. We ask that you investigate the methods used in the "Baldwin-Dry-Air" to accomplish this result. They are giving satisfaction in hundreds of homes.—*J. M. Burrall & Co., Waterbury.*

HARDWARE—REFRIGERATORS

—Alaska refrigerators. The only refrigerator built on scientific principles. Requires but little ice and keeps your vegetables fresh and sweet. A perfect fresh air circulation which saves nearly half the ice bill.—*Augustus M. Crook & Son, Trenton, N. J.*

Perhaps you've never given the refrigerator question much thought—you've always regarded most refrigerators the same as all others—and the price alone influences the sale. Bohn Syphon refrigerators are built on a unique principle. The air is forced into the food chamber, passes entirely through it, and is then syphoned out. All odors are thus drawn out of the refrigerator. The refrigerating principle is scientific, has been thoroughly tested, and insures preservation of food and freedom from taint of the different articles stored therein. Bohn Syphon refrigerators are used by all the largest trunk line railroads in America—a proof of their great superiority. We're exclusive agents, and will gladly explain their features.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

It has come to be a necessity to have ice, and being a necessity it is advisable to know the best way to keep it. Belding refrigerators keep ice for these reasons: Hard wood throughout, mineral wool insulation, enamel and glass lined, dry air circulation.—*Roberts Hardware Co., Utica, N. Y.*

The Brown store refrigerator will speak for itself in the ice it saves before you have had it very long. Besides this, the convenient shelves and compartments give you an opportunity to keep everything in apple-pie order. Especially made for easy cleaning, perfect circulation of pure, dry air, will keep everything fresh and sweet in the hottest weather.—*A. Brown & Son Co., Schenectady, N. Y.*

Refrigerators. Our refrigerators will keep anything you put in them, whether it be ice or food. They are very easily cleaned and are sanitary in every particular. It does not pay to buy a cheaply made refrigerator. In the first place it consumes more ice, and besides it is apt to corrode and poison the food. A good one costs but a trifle more. Inspect ours.—*Kingsley, Utica, N. Y.*

If your refrigerator leaks, does not keep ice well or gives forth a musty odor, it is because you did not get your money's worth the last time you bought a refrigerator. Care in construction, heed to scientific principles in regard to air current and drainage make the Baldwin

win refrigerators excel others. Many of them we sell to friends of former customers. See the point?—*Phelps, Lewis & Bennett Co., Wilkes Barre, Pa.*

This splendid line has been famous for many years and at the recent World's Fair fully justified its right to fame. In open competition with all other best known makes of refrigerators, the Alaskas used only two-thirds as much ice as their closest competitor. That's the test of refrigerator value. All makes are very much alike in capacity to hold food and ice, but in their capacity of saving ice while preserving food there's a vast difference, as the above test shows. The dearest refrigerator you can buy is the one that uses most ice; and the cheapest is the one that uses least ice. For ice is money. Therefore Alaska refrigerators are the kind to buy.—*J. M. Kellin & Co., Pueblo, Colo.*

A warm weather necessity is a practical refrigerator. True, it's for the kitchen, rather than for the parlor or drawing room, but it adds a whole lot more to real comfort than (say) a piano, and costs less. To get the real sort get a White Mountain, a practical refrigerator in saving ice, and keeping vegetables sound and sweet.—*Chamberlin Furniture Co., New Haven, Conn.*

If there is any one thing about a refrigerator more than any other that will commend it to the good housekeeper it is the fact that it is readily cleanable. In the Baldwin Dry-Air there are no inaccessible corners or pockets. Shelves, flue strips and drip pipe are removable so that the interior may be stripped to the walls in a moment's time. This is, however, but one of the many good things about the Baldwin. Let us show them to you.—*Olds & Whipple, Hartford, Conn.*

"It's so homelike" to go to your refrigerator on a hot day and get a cool drink or a bite to eat when you are sure everything about the box is sanitary and clean. We show this year over seventy different sizes and styles, from a plain box to the Opal, representing the highest development in the science of refrigeration.—*James W. Hellman, Los Angeles, Cal.*

We'll not brag about the merits of the Monitor refrigerator. You'll do that after you buy. All that we wish to state is that if you are seeking for a refrigerator that is economical in the use of ice, easily cleaned, sanitary, and reasonable in price you'll buy the Monitor.—*The Fair Store, Binghamton, N. Y.*

North Star Refrigerators, the only genuine cork-filled refrigerators made. The granulated cork filling produces a dry, cold atmosphere that preserves the food perfectly. It is the only method that met with the thorough approval and stood the tests at the fairs all over the world, and has received the highest commendation in each instance.—*Abraham & Straus, Brooklyn, N. Y.*

Opal refrigerators are made for those who insist upon cleanliness and purity of their food. Perishable provisions in an Opal Refrigerator are in cold storage where "purity is paramount." Exhaustive texts have proven the superiority of Opal lining, as the best and most sanitary material for this purpose. It positively will not absorb odors or moisture, and will not stain. Opal Refrigerators are an ornament to any home.—They're easily and perfectly cleaned—and always free from injurious odors.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Our splendid line Refrigerators still shows a fine assortment in opolite, tile, enamel and zinc linings. "Alaskas" give a constant circulation of cold, dry air.—*The Cable Co., Chicago, Ill.*

Satisfactory Refrigerators.—In supplying the necessities for the summer home, none deserves more careful consideration than the refrigerator. It is an article that may cause a great amount of annoyance and dissatisfaction, if not selected with careful judgment. Nearly every refrigerator has some good points to recommend it; but there are also the objectionable ones to be taken into consideration. The idea is to get the one that has the most good points and the least objectionable ones. Our policy demands that we offer the best for your purchase, and our selections were made only after a thorough and satisfactory test. The "Wisconsin" is, we believe, the most satisfactory refrigerator made. We have handled it for six years, and have yet to find its superior.—*Woodward & Lothrop, Washington, D. C.*

This handy lift cover "Atlas" refrigerator at \$10 is a better bargain than any other \$14.75 refrigerator at \$10 because it is so constructed that a small cake of ice will last days, and on the hottest day it's as cold as winter. That's because of the charcoal packing, which keeps the hot air out as effectively as it keeps the cold air in. That's why it's an ice saver.—*Simpson-Crawford Co.*

Another Carload of Mackinaws!—This will be welcome news to scores of people who have been waiting the an-

nouncement. Our demonstration of just what the Mackinaw Refrigerator will do for a home has led to an unusually enormous sale. It is simply perfect. We could print a hundred testimonials—letters written us as to the high regard in which it is held by purchasers. But the best testimony is to call and see the Mackinaw in operation—the ice chamber at work—the cost is no higher than for ordinary Refrigerators.—*A. D. Matthews & Sons, Brooklyn, N. Y.*

Alaska refrigerators save the ice. Pennsylvania lawn movers cut the grass and are practically everlasting. Arctic ice cream freezers make good ice cream, do it quickly—sell at a low price.—*Bering Cortes Hardware Co., Houston.*

All of our refrigerators are made of solid oak—a seasoned wood of a secret preparation that is immune from the ordinary dampness that rots the frames of the best makes of refrigerators. Then comes an interlining of charcoal, a non-conductor of heat, that keeps the cold air in and the hot air out. Then a lining of the very best sheet galvanized iron, that will not rust in a thousand years. The air circulation is scientific, the ice is never wasted, and the food is always kept sweet and pure, without being contaminated with the odors of the stronger smelling vegetables.—*Brand & Smith, Trenton, N. J.*

It is the king of refrigerator kinds. You can remove every piece of the interior fixtures as quickly as we describe this. Roomy air chambers, walls packed with mineral wool and charcoal felt. Cases, high-finish and polished. Slightly enough, these refrigerators, to go in the most sumptuously appointed dining-room, if you would. Price, \$13.75.—*S. P. Dunham & Co., Trenton, N. J.*

"Glacier" refrigerators save ice. Walls that are absolute non-conductors and a total exclusion of heat by airtight doors—that is what you get with "The Glacier." Those two things mean that your ice will last nearly twice as long as in the ordinary refrigerator. "Glaciers" are good to look at—built well and handsomely finished—they look well anywhere. We have them with zinc and porcelain linings. Come, see them.—*Tull & Gibbs, Portland, Ore.*

No doubt we stand on common ground when it comes to refrigerators. You want one that will not leak, warp, taint the food nor waste ice. You are willing to pay a fair price for it. We want to sell only the refrigerators that are in accord with these specifications.—*A. McArthur Co., Boston, Mass.*

Before you buy a refrigerator take a good look at it. Notice if it can be taken all apart to be cleaned, and to let the fresh air get into the corners, and see if it has movable flues and air tight locks; but if that's too much bother, just look for the name; if it reads "Leonard cleanable refrigerator," buy it, it's all right, in fact it's the only one that does have all these good points. A perpetual circulation of dry cold air keeps the food from becoming moist or musty. Mineral wool, filled walls, metal ice racks and genuine bronze metal trimmings. All Leonard refrigerators are finished in golden oak. They are the best without a question. They are scientific, and we give you more real value for the money you pay than can be obtained elsewhere. An inspection of the Leonard will thoroughly convince on this point.—*Callahan & Douglas, Binghamton, N. Y.*

Automatic refrigerators have perfect insulation by the best materials known, such as mineral wool and charcoal paper, combined so as to obtain the full value of the non-conducting properties. They have eight walls to protect the ice and preserve a low temperature. The air space is based on nature's laws. All parts of the refrigerator are insulated. They have more shelf space than any other refrigerator made, and are the most economical to be had.—*Peterson's, Minneapolis, Minn.*

Controlled heat and controlled cold for comfortable and safe summer house-keeping. That's the idea. Sometimes foods will taint to the point of "ripeness" without breeding ptomaines, but any taint or fermentation is conductive to illness. An ice box will keep ice and make some cold air—but a refrigerator is better, because it lets the forces of Nature keep the air on the "go"—and the motion dries it. Foods are crispier if kept in a refrigerator.—*Gimbels Brothers, Philadelphia, Pa.*

A freezer to make two flavors at one time has been long wanted. In families some prefer one flavor, others another; some prefer ice cream, others a water ice or sherbet, so some had to be dissatisfied no matter what was made in the old style freezer. In the American Twin freezer the can is divided in two parts by a vertical partition. The dasher carries two sets of scrapers, one set fitting in one side of can and the other set in opposite side. The can cannot be turned as in old style freezers, because of the partition. It is therefore swung to and fro by a rocking motion

of the crank. This is a more comfortable and much easier movement. It is very much less tiresome than turning a crank. One can sit back in a chair with freezer alongside and rock the crank to and fro without discomfort or undue exertion and even read at same time. Although two flavors are frozen at once and with less exertion, no more time is required than in old style freezers. The pails are of cedar, the best wood known to resist water, with electric welded wire hoops, which are guaranteed not to break or fall off; cans are of heavy tin-plate with drawn steel bottoms that are guaranteed not to fall out or break and do not leak, the strongest and most durable freezer can made; the automatic twin scrapers by their positive action insure perfect scraping of frozen particles from side of can. All inside parts are heavily coated with pure block tin, and outside parts all thoroughly galvanized.—*Ludwig Bauman & Co., New York.*

Mackinaw refrigerators and others. The famous Mackinaw! That name means "the best that's made." Hardwood, golden oak finish, heavy zinc lined, all parts removable for cleaning; walls are filled with charcoal; brass locks and hinges. See the food test, constantly on view in the basement—the onion and butter side by side, salt, pie and matches, all dry as buttercrackers. See the wheel being turned by the dry, cold air—if that doesn't convince, nothing will.—*A. D. Matthews Sons, Brooklyn.*

Health, comfort and economy. It is absolutely essential to your health that you have a refrigerator that can easily be kept clean and fresh. It is only a refrigerator with a perfect circulation of dry air that is never damp and ill-smelling, and we recommend that you investigate thoroughly before you purchase your refrigerator this season. We give our guarantee with every refrigerator we sell.—*Greene's, Newark, N. J.*

In lining, insulation drainage and appearance this refrigerator has no superiors, and in the following very important particular it has no equals. Between the food compartments and the ice chamber is a system of syphons (a patented feature) which produces a ventilation and a circulation of cold dry air not even approached in any other make. An inspection will convince you.—*McAllister, Mohler & Co., Columbus, Ohio.*

They refrigerate perfectly, using but little ice, and are dainty and hygienic as a china dish.—*Simmons Hardware Co., St. Louis, Mo.*

HARDWARE—REFRIGERATORS

Warmer days are bound to come, and even with snow on the ground in the middle of April, we're going to commence talking about our immense line of refrigerators. Don't shiver, please. We know you are not ready for ice yet, but there's no reason why you shouldn't select a refrigerator now, while our line is complete, and have it delivered when you want it. The world's best makes are here. The White Mountain and the Peerless.—*Household Furnishing Co., New Bedford, Mass.*

We are again as for the past 12 years sole agents for St. Paul for the celebrated Gurney Cold Wave Refrigerator. It has stood the time. If you have not one ask your neighbors about it. Made of the very best material, lift-out ice compartment, heavy packing best mineral wool, walls of zinc, soldered perfectly air- and water-tight. Prices from \$6.95 to \$35.00.—*Wallbloom Furniture & Carpet Co., St. Paul, Minn.*

Quality is what counts, especially in a refrigerator. It's simply a waste of good money to buy a poorly made ice box. A careful investigation will convince any one that our refrigerators are made to save ice as well as look like a good piece of furniture.—*Greene's, Newark, N. J.*

Prices cut on refrigerators and ice boxes. We are overstocked on these articles and so have reduced the prices on them from 10 per cent. to 25 per cent. until we can get our line in shape. This reduction is temporary and will hold good only until we can reduce our stock to proper size. We have told you before of the sanitary and ice keeping qualities of these refrigerators. They are as perfect as refrigerators can be made in this respect. We particularly recommend our spruce-lined boxes to those who want a good refrigerator but do not care to invest much money in it.

With our guarantee of "satisfaction or money refunded," together with the low prices now prevailing we do not see how the economical housekeeper can afford to let this opportunity pass. The goods go on sale Monday.—*C. F. Brower & Co., Lexington, Ky.*

Notice if it can be taken all apart to be cleaned, and to let the fresh air get into the corners, and see if it has movable flues and air-tight locks; but if that's too much bother, just look for the name; if it reads Leonard Cleanable Refrigerator buy it, it's all right—in fact it's the only one that does have all these good points. A perpetual circulation of dry cold air keeps the food from

becoming moist or musty. Mineral wool filled walls, metal ice racks, and genuine bronze metal trimmings. All Leonard Refrigerators are finished in golden oak. They are the best without a question. They are scientific, and we give you more real value for the money you pay, than can be obtained elsewhere. An inspection of the Leonard will thoroughly convince on this point.—*Callahan & Douglas, Binghamton, N. Y.*

The Stone White refrigerators, "The chest with the chill in it." Ever sit on stone steps in the winter? Cold, aren't they? Ever sit on them in the summer? Pretty comfortably cool then, are they not? That is the nature of stone, it contains cold indefinitely. Consequently economy, cold-retaining, indestructible, solidity, beautiful in appearance and cleanliness, durability, service and convenience. The cases of these refrigerators are made of selected hard wood, beautifully finished and mounted with substantial, handsome hardware, nickel plated.—*F. Ozanne, Memphis.*

Profits are not without honor. What say you to a profitable purchase of a "Wisconsin Peerless" refrigerator? A high grade box for economy and durability—a winner. The ice box season is still on and we are quoting prices that will surely result in lively sales.—*C. E. Tyler, Rome, N. Y.*

Important features necessary to a perfect refrigerator—Cleanliness, free circulation, economy in the use of ice, condensation and dry air, low average temperature, freedom from condensation on inner walls, and long life. Our refrigerators can carry one hundred pounds of ice longer and can show a lower degree of temperature in the shortest time.—*Standard House Furnishing Co., Tacoma, Wash.*

For 15 years we have been telling you how good these refrigerators are, and the reasons why, from the standpoint of economy—and the satisfaction they give, that you should buy them. They are the best and most scientifically constructed Refrigerators on the market.—*Callahan & Douglas, Binghamton.*

"Leader" refrigerators are made on the right principle. Well insulated. No heavy packing to settle. No swearing. No odor. Not the kind you have to clean every day to keep sweet. Do not buy before seeing our line. Made in zinc and white metal. We buy in large quantities and land them at less than car rates. We give you the benefit.—*Reed & Wyman, San Diego, Cal.*

Old, overworked refrigerator has seen its best days. Come to us and get one that will keep things cool, fresh and wholesome.—*C. C. Fuller Co., Hartford.*

The difference between our refrigerators and the other kinds is, they keep things colder with less ice.—*The Stambaugh-Thompson Co., Youngstown, O.*

Whew! but it's cold inside of one of Gross's white enamel refrigerators. The dry air syphon and a dozen other features make this the best of all ice boxes. Drop in and we'll show you how it works.—*Ph. Gross Hdw. Co., Milwaukee, Wis.*

The following letter was received today from one of Mr. Deist's customers. The epistle speaks for itself:

My Dear Mr. Deist:

I received one of your sixteen dollar ice boxes yesterday and must say it is the finest box I have ever used. I always kept my butter and provisions in the well, but, thank goodness, I will not be obliged to do so any longer. My cat accidentally got into the box the other evening and the next morning it was frozen to death. I think your ice box is lovely. The only thing that I am afraid of is that my husband may get into the box some night, and if he meets the same fate as my cat it will kill me. Please let me know if you have any ice boxes that don't get so cold. I have a friend that wants to buy one, and she is so chilly I want her to get a warmer box. I will send in the balance of the money in a few days.

With best wishes, I am,

Yours truly,

MRS. SLACK.

—*Chas. O. Deist, Ottawa, Ill.*

A good refrigerator is one that consumes little ice, is nicely finished and scientifically constructed—that's the kind we sell.—*York Furniture Co., York.*

A cheap refrigerator will consume ice enough in a little while to cost you over and over again the first price of a good one. A good refrigerator is an economy. We can save you money in both ways.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Year after year the White Mountain refrigerator, "the chest with the chill in it," increases in popularity, because succeeding years prove that the merits we have claimed for it are founded on fact. We have said it was thoroughly cleanable, it was sanitary, that the system of refrigeration was effective because it was scientific, that it was an ice-saver,

that it was substantially built. Thousands of users right here in town are using the White Mountain and thankful for it.—*Mellen & Heves, Hartford.*

We show the Mackinaw filled with onions, milk, butter, pie, bread, etc., and a ten cent piece of ice. The onion, the most contaminating influence known (you cannot peel one without crying), does not make any impression upon the milk or other food, because the cold dry air circulation in the Mackinaw carries all odors out of the food chamber. Come in and test it. We expose the entire construction to view.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Cold as ice! Clean as snow! Ice land refrigerators.—*Marion Furniture Co., Marion, Ind.*

"Signs of the time." Refrigerators are occupying the center of the stage. The weather man seems to be with us this year on the refrigerators.—*Marion Furniture Co., Marion, Ind.*

Compact, sanitary and easy ice savers.—*The T. Eaton Co., Toronto, Can.*

Timely furniture. Suddenly the day may dawn (may be a succession of days) when you simply can't get on without a good refrigerator. Let's put one in now, and save you regrets.—*The Chamberlain Furniture & Mantle Co., New Haven, Conn.*

Held up. Pickering's. Last year we sold 1,500 refrigerators and more than half of them were disposed of before June 15. This year—well, say, have you noticed any particular good refrigerator weather hereabouts so far this season? That is, a day hot enough to make anybody want to buy one. The story is this—we bought 2,000 refrigerators and ice boxes for this season, and they're piled in our warehouse. They are summer goods and must be sold quick—prices cut to almost cost.—*Pickering, Pittsburg, Pa.*

The best means of obtaining perfect food preservation is through dry cold air circulation inside the provision compartments. The most effective, nearest perfect insulation to compel dry air is a filling of granulated cork. The North Star is the only box so equipped. The ice used cools the air and the cork filling keeps it dry.—*Abraham & Straus, Brooklyn, N. Y.*

Ask the ice man about the number of Lapland Refrigerators along his route. Lot of 'em and all giving satisfaction. Worth the money.—*J. C. McManus & Sons, Hartford, Conn.*

HARDWARE—REFRIGERATORS

The syphon principle of ventilation, found exclusively in this refrigerator, makes it absolutely and without question the best refrigerator ever manufactured. In all respects it is the ideal refrigerator, but the striking and distinguishing feature is the system of syphons leading from the food compartments into the ice chamber. These syphons draw the moisture and odors into the ice chamber, where they are condensed and passed off through the drain, leaving the food compartments perfectly dry and odorless. The Bohn Syphon is economical, preserves food best and longest, is easily cleaned with moist cloth, has thick walls of double insulation, has been adopted by all great railroads. Sizes and prices to suit all. Try one, and if you don't say it's the best refrigerator you ever saw, your money is ready for you.—*McAllister, Mohler & Co., Columbus, O.*

Coldest, cleanest and most convenient. More cold with less ice is what we claim.—*Shawmut Furniture Co., Boston, Mass.*

A good way to keep cool during the summer is to invest a small amount in a Leonard Cleanable Refrigerator. They are the coldest proposition you ever saw.—*Hauffmann, Myers & Co., Galveston.*

Have you an onion handy? Cut it up and put it in your refrigerator with the milk, butter and other food—if it's a Mackinaw. Don't do it—if it isn't a Mackinaw. Come and see the butter and onion test here to-morrow.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Greenland refrigerators. In this style "Greenland" the ice is put in from above. Provision chamber below is white enamel lined, with two adjustable white enamel shelves. Like all other "Greenland" refrigerators, this box is amply insulated to economize in ice consumption. The ventilating system insures dry, cold air circulation and sanitary conditions at all times. Trap and drain quickly removed for cleaning. Thoroughly well made of seasoned lumber, with good trimmings and fittings. This box will give long and satisfactory service. Buy it here to-morrow and have our guarantee as your protection.—*Cansfeld Hardware Co., Los Angeles.*

The Alaska refrigerator and its remarkable ability to produce dry, cold air, now being demonstrated in our show window. Scientific refrigeration has at last been solved in the Alaska refrigerator, where the circulation falls into the ice chamber directly upon the ice, then passes entirely around the ice and falls into the provision chamber in

the form of pure, cold, dry air, thus preserving such enemies as onions and butter on the same shelf.—*Kaufman's, Trenton, N. J.*

Every home should have one. They are the most economical, the most sanitary and the best *refrigerators* on the market. The handsome appearance, the ease with which they can be cleaned (every part is removable), the removable ice compartments, construction of the walls, the free circulation of the dry air make them the best. This summer you'll need a good refrigerator, one that saves ice, is easily cleaned and adds to the appearance of your kitchen. The Gurney will give you perfect satisfaction.—*McGowan Bros., Spokane, Wash.*

Herrick refrigerators. Construction.—The best throughout. Made of good kiln dried oak. All nicely paneled. No pressed panels or cheap ornaments. From one-third to one-half more storage space than the usual refrigerator of same outside dimensions. Sufficient ice capacity for best results and no unnecessary wastage. Every square inch of storage space is easily accessible. Overlapping doors practically airtight. Interior nicely finished. Exterior filled, rubbed and varnished with a fine grade of coach varnish. Fine finish. Insulation.—All walls and doors of our refrigerators heavily packed with mineral wool (one of the best insulators), and also heavy sheets of insulating paper. Highly efficient in economy of ice. Our insulation is double that generally used and is very superior.—*Globe, Pratt & Robbins, Spokane, Wash.*

When you get your ice bill it is not our fault if it brings that dark brown look, because had you bought an Automatic *Refrigerator* you would only smile. The economy of the Automatic is a wonder to all.—*Scott-Strevell Hardware Co., Salt Lake City, Utah.*

The Bohn Syphon *refrigerator* is much dryer and 10 degrees colder than any other. The thermometer and wet tea towel tell the story. The syphons pass the air through the ice chamber oftener and don't let it stay with the ice long enough to absorb moisture. That's why the Bohn is colder and dryer than any other. That's why milk will keep longer in a Bohn. But you must see the Bohn to appreciate its beauty. Finest cabinet construction and finish, opalite or enamel-lined. Will you not let us show you this refrigerator—this "life preserver" to-day? We are exclusive agents for Kansas City.—*Bunting-Stone Hardware Co., Kansas City, Mo.*

Make your home as comfortable as you can—that's a good hot-weather rule. In the kitchen a good *refrigerator* to preserve the food and a gas range or hot-plate that burns only while cooking. Have light, cool rockers throughout the house and on the porch, and bright, clean straw matting on the floors. The cost is much smaller than you probably think, and the easy way of paying here helps all to have these conveniences—real necessities.—*W. H. Keesch Co., Pittsburgh, Pa.*

Ice chests and refrigerators. A certain scientific construction in the kind we have that furnish a uniform, cold, dry-air circulation, preserving the food and saving the ice. There are many points of merit we would like to point out if you'll just ask us to show you.—*Gately & Hurley Co., Camden, N. J.*

Ice chests and refrigerators. Special attention is called to our line of refrigerators and ice chests, because we feel that it is due everybody to get every penny's worth of value out of their investment along this line. Most of them look alike outside, but they don't do the work. A certain scientific construction in the kind we have that furnish a uniform, cold, dry-air circulation, preserving the food and saving the ice. There are many points of merit we would like to point out, if you will ask us to show you.—*Hurley-Tobin Co., Trenton, N. J.*

A long-felt desire satisfied. For this year's trade we have succeeded in buying direct from independent factories a car-load of *refrigerators* and a carload of Dain mowers and Dain rakes and stackers, also lawn mowers. This means a straight saving to the consumer of 15 to

25 per cent., because we are not tied hands and feet by the trusts. The goods will all be on our floor in time for the season, and it will pay to see them before buying.—*Geo. M. Cooley Co., San Bernardino, Cal.*

Preserve your health by preserving your food. Our white enamel lined boxes are mineral wool filled, and have removable, cleanable ice chambers.—*Wm. H. Monk, Jr., Mobile, Ala.*

The real merit in modern *refrigerators* and ice chests lies as much in saving the ice as in preserving the food. All our big stock, at any price you pay, have every latest device for covering both important points of saving—in fact, a saving in price besides.—*Gately & Hurley Co., Camden, N. J.*

Cold dry air, sanitary *refrigerators* for the home, store or hotel. Every part of the "Wisconsin Peerless" is perfectly sanitary, from the ice rack to the system for carrying off the ice water. The filling is of our own mineral wool, which practical test shows to be better than any other material on the market. We have these refrigerators in all sizes and styles, including white enamel lined and galvanized steel lined. Don't fail to see them and get our prices.—*Popp & Wolf, Saginaw, Mich.*

The time is soon here when you will be looking for a *refrigerator* and when purchasing one why not get the best one that will give entire satisfaction. A refrigerator in which food may be kept without spoiling and without one tainting the other. We have the agency for the cold storage refrigerators and we stand ready to prove to anyone that their equal is not to be had for the price we ask for them.—*P. H. Thompson, Lebanon, Pa.*

HARDWARE—SCREENS

The pesky fly is with us once again and once he gets inside he'll stay. Meet him with a good door or window screen, keep him out. Window screens of Vermont birch and maple, oil finished, natural color of wood, covered with best quality green wire cloth, all sizes, 15c. to 45c. Screen doors of selected kiln dried pine, covered with the best standard painted wire cloth, complete with spring hinges, screws, knobs, hooks and eyes, all sizes, 75c. to \$1.75.—*S. P. Dunham & Co., Trenton, N. J.*

Fly time is coming! It's our duty to prepare you for coming events. We don't want you to be uncomfortable when fly time comes—and we've noticed several flies already this spring—they'll be here in droves in a few weeks! Be prepared before they arrive—have the screen doors and windows in place before the pests swarm through your home! We have our assortment of window screens and screen doors now ready for your inspection. Have a wide variety of sizes—sure to meet your requirements.—*Babcock, Hinds & Underwood, Binghamton.*

We have about twenty screen doors more or less damaged—mostly less—in handling; some scratched; some wire bulged a little, but the principal damage is to the price.—*Simmons Hardware Co., St. Louis, Mo.*

Are Your *Screens* Up?—It's high time the screens were up if you would keep the house free from flies and other insect pests. If you are to have new ones, come to the house-furnishing store. We can screen your doors and windows economically.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Screens on the piazza have a two-fold use—they keep off sun or wind, and give an often welcome privacy. Lots of time yet in which to enjoy your piazza—and here's a chance to get screens at a saving.—*Wanamaker's, New York.*

Screen Out the Flies by putting in screens that really protect you from flies and all other summer pests. That is the only sort of screens we sell—made to fit your windows and doors snugly, do not warp, crack nor wear at the edges of the wire netting, nor leave cracks for insects to crawl through—that's the sort you want and the only kind that is worth buying. Solid com-

fort will be yours inside our screens and they are worth twice what the fall-to-pieces kind cost.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Our assurance of quality stands behind every purchase made here. We do not misrepresent things. We do not sell second qualities for first qualities. Every purchase made here must be satisfactory; we'll gladly correct any that are not. We call special attention to our screen doors, screen wire, window frames, etc. The doors are strong, well made, have mortised joints and are neatly finished. All sizes.—*Dollarhide & Harris, Denison, Tex.*

An up-to-date way of keeping out the flies. The Ideal window *screen* offers a most up-to-date way of keeping insects and flies out of your house. Works on rollers from the top and bottom of the frame, with the sash. Handy when you want it. All woodwork made to harmonize with the finish of the room. We will measure your window and erect your screen. Price \$3.00 per window. A postal will bring our representative to your door.—*Ideal Window Screen Co., Brooklyn, N. Y.*

And those *screens* not up yet? Perchance you need new screen doors and windows and the fact that the flies are only now putting in their appearance has caused you to delay in the matter of selection. It will be to your interest to come to this store and see the line of screen doors and windows which are being shown. The price is so much lower than what you would have to pay for those made by the carpenters that you can't afford to parley. We want to show you these screens to-day.—*Keating's, Ottumwa, Ia.*

Wheeler adjustable window *screens*. Wheeler screens are so simple in adjustment that a woman or child can easily put them in place or remove—from the inside of the room. No ladder or tools are required. And when in place, they give the same good service as the best of made to measure screens. The materials of which they are constructed being of high quality, long life and durability are assured. Just come in and see them, and let us show you how little it will cost to fit your whole home.—*Barrett Hardware Co., Joliet, Ill.*

A cool veranda on a hot day is indeed a luxury, and the person who can retire to one, and there enjoy a book or do some fascinating fancy work is fortunate. You'll find that any veranda can be made comfortable if the boiling rays of the sun can be excluded. A split bamboo screen will do it and at the same time admit any stirring breeze. These screens come in long rolls; you can see them in our window.—*H. M. Bullard, Co., New Haven, Conn.*

Window and door screens. It is only a short time until the flies will be here again. The sooner you get ready for them the fewer you will have. We have just received our spring shipment of window and door screens. They are ready for your inspection. The prices are low enough to please anybody. We also have a fine display of lawn mowers at our store. See them and get prices.—*Hardware Store, Zanesville, Ohio.*

Here's one kind of window screen that keeps out the flies that are out, lets out those that are in. They are the "Fly Exit" screens. Then we have for sale a large variety of other window screens and screen doors, that are well made, efficient and fairly priced. And this is the time to be thinking of these helps to a comfortable Summer.—*Wanamaker, New York.*

Almost every day sees a group of new arrivals among the dainty Summer dresses—Loeser's has never been more supremely helpful along this line than this season.—*Frederick Loeser & Co., Brooklyn, N. Y.*

This season we have used every possible means to buy the best and latest and in large lots in order to have a large variety of the different garments to show, and to be able to offer them at a very low price. Every article has that perfection to it that has built up our trade in the ladies' and misses' department to such an extent that our store has got to be classed as a store of fashion.—*Gately & Donovan Co., Bay City, Mich.*

If you need a suit or coat for every day wear, or if you are planning to be a conspicuous figure in the great style show at Washington Park on Derby Day, you cannot afford to miss this great June clearing sale, for we have made the most pronounced and radical price reductions in all grades of women's clothing.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Be Comfortable—Use Porch Screens. —Nothing makes a house look finer in Summer than handsome porch screens—try Vudor, if you want the best—or

bamboo, if the old style is good enough for you. Either costs little enough when you think of the comfort and general effect. They break the rays of the sun and yet let in all the breeze. A sensible man has them all around his porch.—*Abraham & Straus, Brooklyn.*

Things that Promote Comfort.—Summer household goods such as screens, refrigerators, ice cream freezers, gas stoves, water filters, etc., etc. If you wish to promote your comfort in warm weather you must have such things—they are necessities. "The Big Store" supplies them as none other can. And the necessary tools for the garden, too—whether the demand is just for a few implements or a complete outfit of the finest sort.—*Kaufman's, Pittsburg, Pa.*

The mosquitoes' cheerful chirp becomes a lullaby when the moon shines high, when your bed is curtained round with our Mosquito Canopy. This canopy is a bed attachment with coil spring at front of posts, is adapted for any and all kinds of wood, iron, brass and folding beds. The entire canopy consists of only one frame, made up of only four pieces of wire, with well made and neatly fitting net.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Don't delay another day before placing your order for screen doors and windows. The flies are coming and will soon take possession of your home unless you have the doors and windows protected. We have a tremendous line of screens and can fit any size door or window.—*C. W. Hawkes, Binghamton.*

An effective screen, allowing free circulation of air, easy of operation. Great durability, made from linden wood, fibres securely woven with the best of scrim twine, fitted with metal pulleys, and a heavy mairtie cord for raising. Made in a variety of colors and are weather proof. Screens a porch from the outside, without interfering with the view of those within.—*A. J. Collins & Co., South Norwich, Conn.*

Carefully made walnut stained frame and fitted with firm close mesh wire cloth. Adjustable screens, with frame made to telescope so that almost any window can be fitted. It is not necessary to have screens made to order in every case.—*Abraham & Straus, Brooklyn, N. Y.*

There isn't a mosquito or a fly small enough to crawl through the tiny mesh of these extension screens and they last twice as long as the ordinary kind because they're more strongly made.—*Simpson-Crawford Co., New York.*

HARDWARE—SCREENS

HARDWARE—STOVES

A match for kindling! That's all the kindling required for the gas range. Don't have to carry in coal, carry out ashes, and the kitchen is not a roasting box in which to cook the meals. Gas is the ideal fuel for cooking. Delivered right into your range and under the vessels in which food is cooking. It solves the servant problem by cutting out about half the work. Ranges installed for \$12.50 and \$13.50. Gas \$1.50 a thousand for fuel and lights.—*Pensacola Gas Company, 24 and 27 E. Garden Street. Phone 148.*

If comfort is to be considered there will be no long discussion on the question of installing a gas range. Not only does it prevent the "roasting" heat of a kitchen with a coal or wood range, but food cooked on a gas range has been proven to shrink less than when cooked otherwise. Then, too, when carefully used, gas is somewhat cheaper than wood or coal. Ranges installed on our mains for \$8.00, \$12.50, \$13.50 and \$24.00. Phone for our representative to call and talk the matter over with you.—*Pensacola Gas Company, 24 and 27 E. Garden Street. Phone 148.*

Cooking with gas is better, is cheaper, if economically used, and is certainly cleaner than any other method. All the dust, soot, ashes and labor are taken away from the coal at the gas plant and a clean fuel of intense heat delivered to you through pipes into your range. Range installed on gas main for \$8.00, \$13.50, \$14.00 and \$24. Gas, \$1.50 a thousand.—*Pensacola Gas Company, 24 and 27 E. Garden Street. Phone 148.*

Clean homes and clean hands are but the natural result of cooking with gas. Those who cook with gas are also free from the fret, worry and disappointment incident to a poor fire when a quick meal is wanted. Gas ranges installed ready for use along our mains for \$8.00, to \$24.00. Gas, \$1.50 a thousand.—*Pensacola Gas Company, 24 and 27 E. Garden Street. Phone 148.*

If the man who smokes three five cent cigars per day and allows his wife to cook the meals on a coal or wood range will stop in our office and see the wonderful possibilities of the gas range and how easy it is to "make the fire" and do the cooking, we believe he will either quit smoking or buy his wife a gas

range. Yet, so far as increased expense goes he need not quit smoking, for, when properly used, it is cheaper than wood or coal. Ranges \$8.00 to \$24.00.—*Pensacola Gas Company, 24 and 27 E. Garden Street. Phone 148.*

Favorite *gas ranges* are made with scrupulous care, of selected material, by the best class of mechanics, in the most complete plant of its kind in the world. They are durable and operate properly, and are made in a large variety of styles and sizes, and this is why we sell them as our leading line of gas ranges. There are many cheap, poorly made ranges on the market, but the difference in the price between a good gas range and a cheap one the same size and style is not over two or three dollars, which it does not pay to save in buying a range, as a cheap, poorly made range is not desirable at any price, and many of them will not operate satisfactorily. For sale only by *J. J. Fitzgerald, Lexington, Ky.*

New method *gas ranges* for natural gas. Will reduce your gas bills 25 per cent. Will not rust or burn out; will bake the same on all parts of the oven bottom; will broil or toast evenly without burning; will not have any explosions.—*McElhone & Moloney, Lexington.*

"Pressure all the time." The difference in gas. There is a great difference. The thing that counts most with the consumer is the quality. Hundreds are ready to attest the superiority of home gas. You never know the pleasure of cooking with gas till you have once used good, pure, well-made gas. Home gas is purified thoroughly—by an expensive process—before it enters our mains. It reaches your house in a condition to give a maximum of heat for the quantity used. There is economy in using home gas, for it gives better results.—*Home Gas and Lighting Co., San Bernardino.*

The ranges we sell are built to give adequate heat from the gas consumed—and are not wasteful. You can be wasteful or extravagant in their use, but sensible people won't be. Advantage over coal, coke or wood: Better confined heat (less heating of the room and house) immediate readiness of the fire—no hours of "coming up." And immediate ending of the expense and heat when the cooking is done.—*Gimbels Brothers, Philadelphia, Pa.*

The only perfect toaster for use on gas, gasoline or oil stoves. Toasts four slices of bread in two minutes from the time toaster is put on the stove. The toast absorbs none of the taste or flavor from the flame. Browns evenly from edge to edge. The slices are soft and palatable and possess that rich, nut-like flavor not obtainable by any other toaster. No matter what kind of stove you have, you can use the Vulcan Toaster. Every one guaranteed. Money back if not satisfactory.—*O'Neill's Hardware Store, Fargo, N. D.*

The day of the coal stove and its companions, the ash sifter and ash barrel, has passed. Up-to-date housekeepers now use the gas range and the gas water heater exclusively. No wood to chop, no coal to carry, no ashes to take up, to carry out, to sift, leaving a trail of dirt and dust from the stove across the kitchen all the way to the ash pit; everything in the kitchen covered, your dress covered, your hair full of it. No fire to coax and coddle. Gas is a guarantee of the right kind of a fire instantly for any purpose whatever.—*Montgomery Light and Water Power Co., Montgomery, Ala.*

The proper use of a gas range is being demonstrated in the basement store. We are not teaching cooking, or anything of that sort, but simply showing how the best results can be obtained from gas. And we want to show you the good points of the Wolff Cookers and Ranges. The neatness, rapidity, and effectiveness will be so apparent as to quickly impress both the good housewife and the student of economy. If you are accustomed to gas range cooking you will be pleased with the very exceptional good features of the Wolff Ranges.—*Abraham & Straus, Brooklyn.*

Another Carload for Tacoma. Facts speak again. Friday a hurry-order was dispatched for another big carload of gas ranges. Shows which way the wind is blowing, doesn't it? Tacoma's turning her head, she's getting away from the old style furnace and welcoming the no work, no heat, we-shovel-the-coal gas range. Cooking by gas will take a whole lot of the heat and misery out of July and August, you'll find it almost a blessing the year round. You can cook anything from an egg to a turkey on a gas range, you can make it work fast or slow, like an engineer with his throttle you turn the lever and this simple little kitchen machine does the most of the rest.—*Gas Co., by the Totem pole, Tacoma, Wash.*

Gas cooking stoves—"Cort's" highest grade, \$9 stoves reduced to \$6.67. Just 100 of them, the kind that have ovens as large as any range. Handsome nickel and neat modeling make this stove particularly attractive as well as efficient; but the two great features of the Cort stoves are the effective cooking and gas economy. There are separate broiling and baking burners, three boiling burners on the top, one extra large and quick acting. Every part is removable for cleaning, and this price is exceedingly unusual. — *Abraham & Straus, Brooklyn, N. Y.*

You will be surprised and pleased to see how easily and economically it can be operated. You can have a cool kitchen until you need a hot fire. You can have a hot fire immediately and a cool kitchen again in a few minutes after turning off the gas. You can have a quick fire, a slow fire and a moderate fire.—*Galveston Gas Company, Galveston, Texas.*

Don't fire a cannon to kill a fly. And yet that is just what firing up a coal range amounts to in summer. Argue it from any point you please; "tear language to tatters" in the argument, and when you compare cooking with a range with cooking with a gas stove it amounts to this: The gas stove—a match—a twist of the thumb, in 30 seconds you have the fire, as much or little as you want. When you have had enough heat shut it off instantly. Expense about half. The coal range—rake out the grate, skin your knuckles, get mad, ashes flying about, dirt; put in paper, wood, coal, light it; maybe it will, maybe it won't catch on, smoke, too much or not enough heat; heat the rooms up and wait until the fire dies. Expense double.—*A. D. Matthews, Brooklyn, N. Y.*

Blue Flame Oil Stoves.—Cooking at its best is disagreeably hot during the summer months, but you can reduce the discomfort to a minimum by using a "Brooklyn" Blue-Flame wickless oil stove. It has no wick, gives a powerful blue gas flame, and is simple and safe in operation. Its strongest bid for your favor is the slight expense it entails while giving you all the comfort and convenience of a gas range.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

The woman who has a gas range. She is the woman who has the best of it in cooking, for she cooks quickly, cooks coolly, cooks cleanly, cooks easily. A gas range is cheap to buy, it is cheap in fuel and it is cheap in its great saving of work and worry.—*Consumers' Gas Co., Reading, Pa.*

HARDWARE—STOVES

It isn't woman's work, this digging into the recesses of a dirty coal or wood stove, carrying in coal or wood and carrying back again as much ashes—in fact, it isn't anybody's work. No one who is within piping distance of gas has any excuse for having a coal or wood stove in action during this hot weather. The gas stove is clean and safe. They are useful as well as ornamental.—*Denison Light Co., Denison, Tex.*

Keeping Cool.—If one had nothing to do but avoid the discomforts of the heated season, summer would be one long delight. But women must work in kitchens if we are to have anything to eat, and a kitchen isn't at all cool or comfortable unless the cooking is done on a gas range. That's the key to kitchen comfort—the gas range. Gas is the fuel for cooking. Coal and wood make dirt and drudgery, oil is dangerous, but gas is the perfect fuel. It saves the housewife hundreds of steps and a world of hard work. Get a gas range.—*Saginaw City Gas Co., Saginaw, Mich.*

The new insurance gasoline stove is as safe as a common cook stove. Accident is impossible. Valves may be left open, no gasoline can escape, no danger if operated by children or inexperienced persons.—*F. Mayer & Bro. Co., Peoria.*

For a quick breakfast in the morning when you're in a hurry, the Sterling Puritan blue-flame oil stove will be found invaluable. Turn on the valve and you have a hot fire immediately—no delay—no kindling to split—no waiting for the fire to get started. The Blue Flame does not heat up the house—it cooks the food without cooking the cook. The ideal summer cook stove.—*Barber & Ross, Washington, D. C.*

Be good to your wife. Remember she puts in much of her life cooking your meals. Make it as easy as possible, you owe her this. Buy her a Quick Meal Gasoline Stove. Your meals will taste better, she will keep cool, have a better temper and live longer.—*The Blymyer Bros. Co., Mansfield, Ohio.*

When you are in a hurry there is nothing like a good gas stove. A slow-going stove is exasperating. The gas stove gives you a full measure of cooking heat in an instant. A twist of the wrist turns off the gas, heat, expense and all.—*Geo. L. Oill, St. Thomas, Ont.*

Little Helper.—Early breakfasts are easily prepared—also afternoon teas—without a fire—if you have a Gas Griller, a kettle of water can be boiled on the top and underneath a chop or steak grilled, a little bacon frizzled or toast

made—handy things to buy and use are gas grillers at our price.—*Alfred Edmondson, Morecambe, Eng.*

No more danger in using a Barler oil heater than a coal stove. At the cost of one cent an hour it will heat a 20-foot room, and for emergencies it is invaluable. For bedrooms, bathrooms, anywhere, you may have comfort in five minutes after the Barler is lighted.—*P. J. Kelly & Co., New Haven, Conn.*

Cooking is a pleasure when you cook with a gas stove. We have a few left, and now is the time to put one in while the weather is hot, and avoid the heat and dirt of a coal and wood stove this summer. Call at our office and let us show you our line of gas stoves, or 'phone us, and we will call around and tell you about them.—*Denison Light and Power Co., Denison, Tex.*

Your cook will smile. A gas range like the "Chicago Jewel" takes all the drudgery out of kitchen work, making cooking a pleasure. Have you seen the new design? It is made throughout of steel, and is entirely "free from frills." Just a plain, substantial stove, "built for business." The chances are it's exactly what you're looking for. See it in operation at our showrooms.—*McDonald & Wilson, Toronto, Ont.*

Why overheat your house these hot summer days by cooking with a sweltering coal stove? Use the "Monarch" gasoline range. It supplies sufficient heat for cooking, but no waste warmth to raise the temperature. It is safe, easy to operate and durable.—*Crane & Lockwood, Binghamton, N. Y.*

Gas ranges are being sold and connected in great numbers, but we are equal to the demand, and are able to supply all comers with a first-class gas range, which we install ready for use, free cost to you upon payment of \$13.00 cash or on installment plan of \$2.00 down and \$1.00 per month for twelve months. The only way to have a clean, up-to-date kitchen is to do your cooking, baking, etc., on a gas range, which occasions no dirt or hauling of fuel or ashes. The kitchen work is done so quickly and so economically that those who have gas ranges would not part with them and go back to the methods of olden times. The hot weather has only about commenced, as you are aware the months of July, August and September are the hottest in the year, so put off ordering a gas range no longer, but call at our sales rooms and make a selection and have a comfortable summer.—*Utica Gas and Electric Co., Utica, N. Y.*

HARDWARE—STOVES

Keep cool. Breakfast in fifteen minutes if there's a gas range in your kitchen—just strike a match and the fire is ready to use—without waiting or "coaxing"—and no coal to lug—no ashes to sift. A gas range assures a clean, cool kitchen—an economical, readily regulated fire and a wonderful saving of labor, fuel and time. Only a match needed. A gas range is a time saver.—*New Bedford Gas Co., New Bedford, Mass.*

More economical than gas. The Insurance gasoline stoves, as the name implies, are an absolute protection against any danger by accident, as the gasoline is at once shut off, should the burner be blown out or carelessly left open. No smoke or smell, and burns the least gasoline of any stove made.—*O'Neill's, Fargo, N. D.*

Did it ever occur to you how nice and pleasant it is to cook on a gas range? No wood or coal to bring in; no ashes to take out; no fires to build; absolutely no danger, and it does not cost any more to operate. We have just received a carload of gas stoves, all sizes and styles, and now is the time for you to put in your order and avoid the rush. Call at our office and see them, or 'phone us, and we will send our solicitor to see you.—*Denison Light and Power Co., Denison, Texas.*

The proper use of a gas range is being demonstrated in the basement store. We are not teaching cooking, or anything of that sort, but simply showing how the best results can be obtained from gas. And we want to show you the good points of the Wolff Cookers and ranges. The neatness, rapidity, and effectiveness will be so apparent as to quickly impress both the good housewife and the student of economy. If you are accustomed to gas range cooking you will be pleased with the very exceptional good features of the Wolff Ranges.—*Abraham & Straus, Brooklyn.*

Supper ready in 20 minutes with a gas range. No dirt, dust or smoke. No coal to carry in. No dirt and ashes to carry out. When you purchase a Reliable gas range you are getting the best in the market—that is why we handle them. Then, again, we make no charge for connections.—*Tacoma Gas Light Co., Tacoma, Wash.*

Time for out of doors. The housewife appreciates the pleasure of having more time for out of doors, especially at this season of the year. There's a way of saving time from household duties, yet having them completed in comfort.

That's the *gas range way*. By using a gas range for cooking you avoid the dust and muss of handling kindling, ashes and fuel, and there's much time saved in having the gas range always ready. Fuel is delivered right to the gas range, where it's ready day and night by just lighting a match and turning a valve. Such a convenience, if a friend comes to lunch or hot water is needed at night. Get your gas range now and make your efforts count. Doesn't it mean much to you to be able to attend to social duties and have time for out of doors? It's easily accomplished if you have a gas range.—*Gas Co., St. Paul, Minn.*

Saves walls and floors. Are you building? If so, how the piping in your house is planned means much to you. How have you provided for properly placing the gas piping for cooking and heating? The kitchen plan should show a gas range and a gas water heater, and provide places for them. Should be located most conveniently with reference to the table and sink. The Library plan—provide a gas grate for chilly evenings. Useful in spring and fall when not cold enough for furnace fires. Putting in piping for gas now avoids tearing up walls and floors and saves rebuilding after the house is finished. Any building worth putting up right is worth piping for gas. Estimates furnished by any plumber or gas fitter.—*St. Paul Gas Light Company, St. Paul, Minn.*

Cabinet Glenwood combination *coal and gas range*. Snug, plain and handsome. The most complete cooking range made. No fussy ornamentation or filigree, just the natural black iron finish. Every part at hand from in front. Every essential refined and improved upon. Kitchen doors do not interfere in setting this range, for either end, as well as the back, may be placed equally against the wall.—*C. T. Harris & Son, Plymouth, Mass.*

No more chilly breakfasts when an oil or *gas heater* is used. In a very few minutes they will warm an ordinary sized room, making it thoroughly comfortable and cheerful. Made in several patterns and sizes, of the best materials, and so simple in construction that a child can use them.—*James W. Hellman, Los Angeles, Cal.*

Cook with gas and save money, time and patience. No worries of any kind with a gas range, for there's no wood to bring in, no ashes to dump or no kindling to chop. A gas range is nice to have and easy to pay for.—*Fresno Gas Company, Fresno, Cal.*

HARDWARE—STOVES

Hundreds are gas consumers who would be burning coal to-day if the modern gas range had not simplified matters. Now they have clean homes and clean hands; and their lives are free from fretting and the disappointment incidental to a poor fire when dinner is wanted quickly. With these advantages there is one more—good, clean and reliable gas. The Home Gas Company's gas is admitted to be perfect and always the same "pressure all the time."—*Home Gas and Lighting Company, San Bernardino, Cal.*

Gas does the work. It simplifies and shortens the kitchen work—you don't have to bother about preparing any fire when you have gas for fuel or ashes and dirt to clean up when you're through with it. Light it or turn it out is all there is to it.—*Sacramento Electric, Gas and Ry. Co., Sacramento, Cal.*

Gas! Gas! Gas! That is the word that spells success, comfort and economy, when used for cooking and lighting. Two dollars per month soon pays for a gas range and gas-lighting appliances, and no up-to-date home can afford to be without either. Save health and eyesight by placing your order right away.—*Gas Company, Ottumwa, Ia.*

The cleanest, handiest, cheapest fuel. Don't be a slave to your old kitchen stove when you can be a master of a gas range. Cooking with gas is the modern way of living—it saves money, time, worry and work. Get a gas range. Come in and let's talk it over.—*Fresno Gas Company, Fresno, Cal.*

Absolute Christmas bargains. Walk this city over from end to end and you can't find a more practical, sensible and comfort-giving present than one of these. The stand lamps mean a comfort to a family of eyes; heaters mean comfort to another houseful of people, because they can be carried to every room in the house.—*Gas Co., Tacoma, Wash.*

The staff of life. Many women have stopped baking their own bread because of the difficulties of baking fine, rich, brown loaves. With a Fortune elevated oven gas range home-made bread is easily possible. The housewife has absolute control of the blue flame, and there is no more danger of a soggy, underdone loaf than one burnt to a crisp. The Fortune's oven makes baking a pleasure. The Fortune has been imitated, but never equaled.—*J. W. Keller, Newark, Ohio.*

Buy Sterling ranges for economy and durability. Sterling ranges are the greatest coal savers of any range on the

market. The Sterling is so strong and so well made that the repair bill is almost nothing.—*R. A. McWhur Co., Fall River, Mass.*

Call and see the malleable steel range in operation at our store. We show you how to bake "just such biscuits as mother used to make" with only one-half the fuel now being used. Three-minute biscuit and delicious coffee served every day free.—*Sturmer Bros., Port Huron, Mich.*

The air in an ordinary oven is stagnant. It becomes saturated with the odors of the different dishes cooking—the strongest odor impregnates all. That is why you sometimes get pie with a flavor of onions and roast beef with taste of fish. The air in the oven of the Imperial Oxford Range is constantly changing. Fresh air is drawn in from outside the range by our patent oven flue, super-heated and forced into the top of the oven. It circulates throughout the oven, keeping every corner at a steady, even temperature. The air is then drawn off through the oven ventilators, carrying with it the fumes of the cooking dishes. The Imperial Oxford Range cooks your food with pure, fresh, dry heat. Would you like to see this range? Call at your dealers. If he can't show you the Imperial Oxford, write to us and we'll send you full particulars and tell you where you can see it.—*The Gurney Foundry Co., Toronto.*

What the old cook said when she was discharged, "Well, Miss Sally, I don't mind dis gittin' fired, but I does hate to leave dat lovely Sterling range."—*Crane & Lockwood, Binghamton, N. Y.*

If you've been on the fence, let this weather and these prices help you down—\$6.95 for the famous Eclipse airtight wood heaters.—*I. Gevury & Sons, Portland, Ore.*

A stove that is always ready! A stove that makes no smoke, smell or ashes! A safe stove! An economical stove! A clean stove! A stove that requires no skill to operate it! A stove which has revolutionized "cooking," and has transformed the drudgery of the kitchen work into a pleasant pastime.—*McAycal Hardware Company, Crowley, La.*

The small house-heater—the Quebec. One of the don't-want-much-attention kind. The heavy fire-brick lining makes it a great economizer. Fill it up with fuel of any description, and it's good for twenty-four hours or more of constant heat-giving without replenishing.—*The T. Eaton Co., Winnipeg, Can.*

HARDWARE—STOVES

More money can be saved this year by putting in a Kelsey furnace than by any other way. Will heat your house better, without gas or dust.—*Geo. H. Stibbs, Hartford, Conn.*

Range Seekers. Here's Barstow's latest model. The Crystal Bay State. In construction, appearance efficiency, it is positively a "top notcher." Don't fail to see it.—*The Mellen & Hewes Co., Hartford, Conn.*

Don't you want to begin the new year with a new Magee range? It would be a particularly delightful change, if it happens that you are now using an old range, or a range that, for one reason or another, does not give satisfaction. The happiness or unhappiness of many a household can be traced to the kitchen. In the kitchen it is found that the trouble was with the range. If you buy a Magee range there will be no range troubles. It is a perfect range. Economical of coal and prodigal of heat. Will bake more bread on one hod of coal than any other range built. And it is not overpriced. It is a range proposition that you will find full of interest for you.—*Bruce, Filley & Co., Hartford.*

Stoves, ranges and heaters. We again call your attention to the most important part of your home, the kitchen. We sell the best stove, range and heater that can be procured. We guarantee them to give you perfect satisfaction as cookers and heaters. You must be satisfied or we will refund your money. You may buy a stove or range from us and make a deposit to show good faith on your part and we will give you a written agreement that after we set our stove or range up in your kitchen, we will any time within thirty days after trying the stove refund your money and remove our stove without any cost to you. You can have the best range in the house for \$4.00 down and \$4.00 per month, and on stoves from \$2.00 to \$3.00 down and \$3.00 per month, or you can pay the balance at the expiration of thirty or sixty days and get a discount.—*A. G. Rhodes & Son, Mobile, Ala.*

The St. Clair radiant hot blast heater. For burning an inferior grade of coal, to obtain the very best heating results, economically, we want to call your attention to this practically built St. Clair heater. The fire pot is very heavy, and ribbed; this feature makes it durable and lasting. This adds to the life of your stove. The feed door is so arranged to admit the fuel without spilling any coal on the floor, and dampers are so arranged that all smoke or gas is

taken off without filling your room with smoke when the fuel is being fed to the fire. These features alone recommend the radiant, but many others will be shown to prospective purchasers. See the radiant; it will heat your home at a light running expense.—*The Grote-Rankin Company, Spokane, Wash.*

There was a young woman who started to bake. Her range wouldn't work though a well-known make. She said "to-day I must hasten away, And get me a range that will bake every day." And she went to—*Crane & Lockwood, Binghamton, N. Y.*

You need a stove in the house. Grates are very cheery looking and architects rave over them and all that and all that. But when it gets down to the cold matter of dollars and cents it takes a whole coal mine to keep the average Memphis house even half way warm. Is genial warmth such an intangible blessing that every member of the family wouldn't be sure to appreciate it? Now the radiant home air blast heaters will heat the whole house as warm as toast and do it with far less coal than you now use in two or three rooms. It is the best heater there is short of the expensive hot water heating plant, which costs ten times as much. Why not come in and look at them, you'll decide that it is the best family gift you could make.—*Orgill Brothers & Company, Memphis.*

To get that appetizing, brown appearance and outside crispiness on roasts of lamb, beef, etc.—to keep their goodness in them—they must be basted. In the old style stove this necessitated reaching into the hot oven and moving the hot, heavy pan and holding it in the front of the oven while it was basted. A tedious performance with unsatisfactory results. The draw-out over rack of the Imperial Oxford Range makes basting a simple and successful operation.—*The Gurney Foundry Co., Windsor, Ont.*

On merit, and merit only do we make claims for the Regal Stuart. We ask a careful comparison with other ranges before buying. The owner of an R. S. range with reasonable care will have a safe and practically permanent investment. After once using you will fall in love with the Regal Stuart.—*J. Lyon & Sons, Hartford, Conn.*

Quality counts in ranges—and that is why New Kineo stoves have been held in greatest popularity all these years. New Kineo ranges are always to be depended upon to do the right thing at the right time.—*Noyes & Nutter Mfg. Co., Bangor, Me.*

HARDWARE—STOVES

The Buck's Hot Blast is built on scientific principles—it does not permit the 38 per cent. of gas and smoke in soft coal to escape up the chimney, but burns it up—*turns it into fuel*. That is why it is the most wonderful heater in the world. How can it help but be popular when it actually pays for itself in the fuel saving.—*Crews-Beggs, Pueblo, Colo.*

Fuel economy is an important feature in a range. Almost as important as good cooking facilities. Every housewife wants to do good cooking, but she doesn't want it to cost her too much in fuel. The good cooking qualities of the Imperial Oxford range are enhanced by its great fuel economy. The big scuttle of coal of other style ranges is replaced in Imperial Oxford homes by a smaller scuttle less often used.—*The Gurney-Massey Co., Montreal, Can.*

There was a young woman who started to bake,
Her range wouldn't work though a well-known make.
She said, "to-day I must hasten away,
And get me a range that will bake every day."

She purchased a Household, it worked like a charm,
And no baking days now fill her with alarm.
If you wish a new range to replace the old,
"Your Credit is Good" for the famous Household.
—*Household Furnishing Co., New Bedford, Mass.*

If the house is cold, remember that we've reduced prices on all parlor stoves and that "your credit is good" for the best stove here.—*The Household Furnishing Co., New Bedford, Mass.*

The Glenwood Home Grand range with asbestos lined oven and two oven shelves bakes three rows of food evenly at once. The asbestos lining keeps the oven at an absolutely even heat throughout, and with two oven shelves will finish the baking in one-third the time with less fuel. It triples baking capacity.—*C. F. Wing, New Bedford, Mass.*

Congress has opened! Many important questions will now be settled. We wish to settle an important question for you, and advise you not to put off buying as a boy does tooth pulling, until compelled by suffering to make a move. As the temperature goes down, prices go up. Let us sell you your stove now.—*C. C. Griffen, Altoona, Pa.*

Say Household Furnace to the carpenter who is building your house. Next

winter, when the north winds come whistling around your new house, you'll thank us for telling you about the Household Furnace. The good-size wrought iron fire-pot, brick-lined, the Horseshoe Radiator, and the Patent Indirect Draft revertible Flue, all combine to make this the most efficient furnace built.—Ask *S. C. Lowe* about it. *New Bedford, Mass.*

Household ranges are "built to bake." Look at the large, honest ovens that will bake sixteen pies at once.—*Household Furnishing Co., New Bedford, Mass.*

The "Kitchen Queen" Steel Range, the pride of all Indiana, is made of true, strong, cold rolled steel plate, gauged in the thickness to the strain it must stand, which forms the walls or sides, the joints of which are absolutely air tight. The end walls and those around the firebox and reservoir are double thick, with an interlining of asbestos board—not paper or any substitute. These three thicknesses: steel, asbestos, steel, are fastened tight together, not only insuring great durability, but economy of fuel and quick heating. Every "Kitchen Queen" Steel Range warranted to bake, cook and heat.—*People's Outfitting Co., Indianapolis.*

There is a downright satisfaction, say nothing of warmth and comfort—in having a furnace that will burn any kind of fuel with economy and success, and keep one's house at a warm, even temperature at all times, that cannot be reckoned in dollars and cents.—*Round Oak Furnace Co., Lansing, Mich.*

The bane of common ranges is their uncertainty. Can't tell what they will do under given conditions, they are freaky, eccentric, tricky—sometimes they burn fiercely, at others you can get no heat—never can rely upon them. Why not have a non-worry, easily-managed, smooth-working range like the "Pandora" when it costs no more than the other kinds? You can set the "Pandora" to do a certain work and it does it—you can do anything else meanwhile. Take the air, don't be a slave to your range or your work.—*McClary's, Montreal, Can.*

Glenwood Ranges.—Wonders in economy, requiring the minimum supply of fuel.—*C. F. Wing, New Bedford, Mass.*

No use delaying! Don't let the next cold snap catch you unprepared. The rush in our stove department will grow as the winter approaches. The sooner you get a Glenwood the quicker will comfort come.—*C. F. Wing, New Bedford, Mass.*

HARDWARE—STOVES

Most stoves have improper draft and are also extravagant with coal. The grate uses oceans of air and oceans of coal both, and incidentally most of the heat is spent in reducing the outside temperature, via the chimney. The Radiant air blast heater is built on the real scientific basis with pockets all around the fire bowl so as to bring the draft to the fire on all sides and over the fire as well as under the fire. This burns up all the gas, soot, dirt and even the clinkers, and will keep your whole house warm with the coal you are spending on two rooms. Not expensive either.—*Orgill Bros., Memphis, Tenn.*

We carry Buck's Heaters in all styles, for wood or coal, and at all prices. The greatest feature of a Buck's Heater is its fuel-saving qualities. Fifty-eight years of heater construction and careful study of details has been applied to make them the most perfect heater sold. We have thousands of customers who are ready to praise the superiority of a Buck's Heater. If interested, come in and look them over. They are the handsomest heaters in the market.—*Tull & Gibbs, Spokane, Wash.*

No modern kitchen is complete without a "Souvenir" range. The "Souvenir" is a well and durable made stove—an excellent baker and water heater—while for ease of management and economy of fuel it is absolutely without an equal.—*McDonald & Willson, Toronto, Can.*

Say nothing of warmth and comfort in having a heater that will burn any kind of fuel with economy and success, and keep one's house at a warm and even temperature at all times that cannot be reckoned in dollars and cents. The St. Clair Air Tight and Hot Blast heaters have the reputation of being just such heaters.—*Watkins Bros., Pueblo, Colo.*

It's the pride of all Indiana, is made of true, strong, cold-rolled steel plate, gauged in the thickness to the strain it must stand, which forms the walls or sides, the joints of which are absolutely airtight. The end walls and those around the firebox and reservoir are double thick with an interlining of asbestos board—not paper or any substitute. These three thicknesses: Steel—asbestos—steel—are fastened tight together, not only insuring great durability, but economy of fuel and quick heating. Every "Kitchen Queen" steel range warranted to bake, cook and heat.—*People's Outfitting Co., Indianapolis.*

You know this is the time of year to

be thinking about how you are going to heat the rooms. What stoves you need and where you are going to buy them; what you are going to pay. We have during this Removal Sale a money saving sale. If you want a Stove, Range, Heater or Baseburner, we will save you 25 per cent.—*Emahizer & Spielman, Topoka, Kan.*

A stove-top hot—all over—a steady, even heat—are things appreciated by every housewife. The difficulty with the ordinary stove is that the fuel is fed under the lids—making two separate pyramids of fire—and an unevenly heated stove-top. Buck's stoves have extra large pouch feeds—allowing an even distribution of fuel—the entire length of the fire-box. The pouch feed also serves as a broiling door. Reasons—both of them—why you should own a *Buck's stove*. But there are many more good reasons. Let us tell you of them—and about our terms and prices—to-day.—*A. G. Rhodes & Son, Mobile, Ala.*

A Monarch *Range* is the best investment an economical woman can make. You can have a hot fire in five minutes with this range. Simply pull out the handle of the duplex draft and your fire burns up briskly and hotly. Around every opening and all through the range are malleable iron frames riveted tight and solid to the range body, opening up and causing air leaks.—*McGowan Bros., Spokane, Wash.*

Watch the window display. To-day we will place on sale a delayed car of granite iron several months in transit, but luckily bought before the advance, which means 25 per cent. of a saving to us, and to you the savings in many instances are one-half the price we would have to charge you had we to buy at the stiff advance placed on *granite iron*. For rapid selling we have placed them on tables as follows.—*Rhodes Bros., Tacoma, Wash.*

The Early Breakfast Steel *Range* is positively the best low price range in Spokane. It is not cheaply made, we simply make it a leader and sell it cheap. The materials that enter into its construction are the best and are carefully selected. The iron is all new pure pig iron of the best quality. The oven is large and the bottom so braced that it will not warp. The fire box is sufficiently large and yet not so large that it is not economical with fuel. The dampers and drafts are arranged in a scientific manner and will give best possible results. Price \$35.—*Globe, Pratt & Robbins, Spokane, Wash.*

HARDWARE—STOVES

Garland Stoves are perfect and even bakers—durable and fuel savers! Garland's need no schemes to sell them! They sell on their reputation. What gave them their reputation? Their merits—which have stood the test of time half a century. They cost no more than cheaper makes.—*Harrison, Schulze & Co., Waco, Texas.*

New Perfection Wick Blue Flame Oil Cook-Stove saves fuel expense and lessens the work. Produces a strong working flame instantly. Flame always under immediate control. Gives quick results without overheating the kitchen. Made in three sizes. Every stove warranted. If not at your dealer's, write our nearest agency for descriptive circular.—*Standard Oil Co., Joliet, Ill.*

We are the home of the "Star Estate" range, one of the highest class ranges on the market. Carries a strong guarantee; gives perfect satisfaction. Should you want a cheaper range try our "Western," a fine, medium priced range. Or if you must have a still cheaper one, our "Leader" is without doubt the best cheap range sold to-day; made in three sizes, any one of which will give honest service.—*Standard Furniture House, Spokane, Wash.*

The stove that keeps you warm. The Manitoba Air Tight Heater is one of the best wood stoves on the market to-day—certainly the best value ever offered at the price. 26 gauge, cold rolled, planished steel bodies, heavy double seamed top and bottom, corrugated sheet steel lining above fire belt, nickel urn and nickel plated crew draft at bottom, heavy cast legs.—*Hudson Bay Co., Winnipeg, Can.*

How you can save in fuel every year \$10. Have the great revolving fire-pot which is made in two pieces—that is to allow the air to pass into the fire between the two pieces instead of all coming in at the bottom. Hot fire where you want it, at the outside edge instead of the middle, where you get little radiation from it; and then the lower piece revolves, just put the crank on, give it a turn, and the fire-pot is as clean as a whistle. No poking, no fussing, no muss, no dust—it's the most durable fire-pot ever placed in a stove, and will save you a ton of coal every year you use it. "Garlands" are the only heaters which have revolving fire-pots. Prices of "Garlands" are \$40.00 to \$65.00.—C. A. Reinhart, Grand Forks, N. D.

Your kitchen will never be complete until you have a Stamford Range. Stop wasting fuel and time with an unsatis-

factory range. Buy a Stamford and you will have a range which possesses not only beauty and strength, but embodies, as well, the constructive skill that makes for the greatest utility at least fuel expense. Stamford ranges are made in the oldest stove foundry in America and constructed throughout of the best materials obtainable and in the most approved manner. There is a Stamford model to suit your kitchen. Made in large sizes and small; some of plain and simple design—others highly ornamental. Buy a Stamford and get the best.—*Horace R. Nash, South Norwalk, Conn.*

This duplex grate will burn any kind of fuel. The first cost of a *Buck's stove* is but a small part of the original cost—the stove is so long-lived that it eats up many times its original price in fuel. A very small saving of fuel each day, means a tremendous saving during the lifetime of the stove—a saving of many times the original cost. This duplex grate saves fuel—for it admits oxygen to the burning fuel in such quantities that all its heat-giving power is exhausted and used. And further—this grate may be changed—in an instant—so as to burn either wood or coal, and it may be easily removed for cleaning or repairs, and without disturbing the water back. The fuel-saving quality of Buck's stoves should alone be a sufficient reason why you should own one. But there are other reasons. Let us tell you of them—to-day.—*A. G. Rhodes & Son, Mobile.*

St. Clair Ranges. The popular Reliance. The St. Clair Reliance is our medium-priced steel range and we are showing a complete line, from the small size, with a 14-inch oven, up to a range with a 20-inch oven and reservoir. Fuel saving, durability and attractive appearance make the Reliance one that will fill each housekeeper's stove wants. Let us show you the Reliance and its points of merit. We sell them on the easiest terms and guarantee satisfaction.—*The Crote-Rankin Co., Spokane, Wash.*

Get a new gas range for Christmas. And by all means a New Process Visible. No chance for explosion. In lighting the oven burner on the New Process Visible, it is necessary to open the oven door. This insures absolute safety, as no gas can accumulate in the oven before lighting. After the burner is lighted and the door closed, the burner can be plainly seen in operation through the mica opening and easily regulated without the necessity of opening the door and allowing the heat to be wasted.—*A. F. Wheeler, Lexington, Ky.*

ATHLETIC AND SPORTING GOODS

Cholly—"Ya'as, I'm going in for cricket and golf and all that sort of thing, y' know; they're such manly sport, y' know."

Miss Peppry—"The idea! You're becoming positively mannish, aren't you?"—Buffalo News.

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Bulky Matters—"Is dey swell folks up at dat house?"

Woeful Walters—"Is dey swell? Say, dey didn't hit me mit' nutting' but golf clubs."—Chicago News.

Go duck-shooting? These are ideal days for the sport. Much depends, however, upon the outfit. Good sportsmen know that and experience has taught them to rely upon Schmelzer's when in need of trusty guns or shells, boats, decoys, calls and hunter's coats or any other article of the hunter's equipment. A purchase at Schmelzer's means: A saving of money and time, invariable satisfaction and the best of quality. A half century of growth and the distinction of being the largest athletic and sporting goods house in the world backs our guarantee. "Whatever we sell or advertise, we stake our reputation on it."—*Schmelzer Arms Co., Kansas City, Mo.*

Football supplies. Sporting goods. This is ideal weather for football. We want you to know of the large supply of footballs and toggery we carry. Our goods are all first quality. We want you to inspect and compare our stock with others. You will be convinced we can do as well, if not a little better, in price and quality. Just try and see. Footballs. Our footballs are not sold at catalogue prices, but marked at their true value.—*The Alling Rubber Co., Waterbury, Conn.*

Outdoor sports. There is no spring tonic known that equals the great out-of-door. Plenty of exercise in the open, deep breathing and right thinking make for health and happiness. Whether you like the moderate exercise that you get by playing croquet or the more active game of tennis, or the still more strenuous game of baseball, you will find here every essential for personal or field equipment—by odds the largest stock of things needed for outdoor sport and

games than will be found in any other store in this section. And if you like to while away your leisure hours in a hammock or swing, they, too, are here, and in tremendous variety. We also have rowboats, motor boats, and canoes, bicycles, tents, fishing tackle, etc.—*Hahne & Co., Newark, N. J.*

Sleighs for the boys and girls. Snow has fallen, and now for sleigh riding. Every boy and girl should have a sleigh and enjoy this very healthy exercise. We have now on sale a line of four different varieties. Sleighs to suit all, both in price and size. For the younger ones a serviceable sleigh, with flat shoes, finished in bright colors, at 35 cents each. Another of the same style and finish, but longer and higher at 40 cents. Then, in the better grades we sell a round iron spring shod sleigh, strong supports for the top board and in every way a good article, at 60 cents each. The larger size of the same variety, suitable for making "bobs," ordinarily known as a "Pointer," price 75 cents. Come early and make your choice.—*Ashdown's, Sporting Goods, Winnipeg, Can.*

Outdoor sports have begun. Baseball players have already taken the field, and it won't be long before tennis, golf, cycling, boating and all other forms of outdoor amusement will be in full swing. You have your favorite pastime—prepare for it now. There is hardly a sport but necessitates some special form of footwear. You'll find that special form right here. The following are but a few of the many varieties of men's outing shoes which we carry in stock.—*W. G. Simmons Co., Hartford, Conn.*

Gifts for an athletic boy. We've everything for building muscle, from ice

ATHLETIC & SPORTING GOODS

skates to bicycles, together with all the needfuls of a home gymnasium. Punching bags—some that swing free, others attached to both floor and ceiling. Boxing gloves, well padded. Footballs, Rugby shape, to stand plenty of knock-about use. 75c. up. Basket balls, \$1.00 up. Exercisers for boys, at 50c. Heavier sizes for professional athletes up to \$5.00. All weights of dumb bells and Indian clubs. Also rowing machines. Ice skates, 50c. up. Our Christmas catalog suggests hundreds of gifts. Mailed free.—*Shannon Hardware Co., Philadelphia, Pa.*

Squash tennis, racquets and balls here. The opening of the new Crescent Athletic Club with its four fine squash courts will stir interest in this splendid indoor game. It is natural, perhaps, that this store—which has furnished the Crescent Club from top to bottom—should now be prepared to supply the demand for Squash Racquets and Balls. They are of the best grades—at the least prices.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Bear in mind that we are headquarters for Baseball Goods. We have the largest stock of Gloves and Mitts ever shown in the Naugatuck valley. Over 500 Gloves displayed on our tables for you to choose from.

We guarantee to save you money on your purchases. No fancy prices here. All goods marked at what they are actually worth in plain figures.

We have one lot of Gloves that are soiled from handling. These are just as good for service, but are marked at about half price. Every Glove is warranted and will be replaced if not satisfactory.

Every one knows how hard it is to get a good bat; one evenly balanced and that just suits. We have over 500 Bats in stock to choose from, including six dozen Louisville Sluggers. The best bat made.—*The Alling Rubber Co., Waterbury, Conn.*

Not to-day or to-morrow, but almost before you know it, the snow will be gone, the grass green and you'll hear the umpire's call—"batter up." We have everything with which to equip the ball player, or rather the baseball clubs. Hans Wagner bats, Napoleon Lajoie bats, Louisville Slugger bats. We are exclusive agents for them—and if you like to "line 'em out," you'll appreciate the superiority of these bats. We have everything in Spalding and Victor baseballs, bats, gloves, guards, shields, and

all other articles necessary in the national game. We make special prices to clubs.—*The Anglers' Co., Hartford.*

If tennis is the game, here are the right tools—and as little priced as reliable sorts can anywhere be found.—*Frederick Loeser & Co., Brooklyn, N. Y.*

We want you to regard this Store as most men do, as the best Sporting and Athletic Goods Store in this town, and be it boy, girl, man or woman who has a need in this line, we are ready, not only with the best goods, but also the lowest prices.—*Abraham & Straus, Brooklyn.*

The Best of Athletic Goods for Very Modest Prices.—Complete stocks of the Tools for outdoor sport, and those Tools in every instance reliable. Prices in every case as low as, and in most cases, lower than the same goods will cost elsewhere. Prompt, careful, pleasant service.—*Frederick Loeser & Co., Brooklyn.*

We are showing an extensive line of summer outing and sporting goods and accessories, including lawn tennis goods, base ball goods, lawn springs, tents, hammocks, croquet sets, garden tools, etc., and a full assortment of the small toys and games that are so delightful to the little folks.—*Woodward & Lothrop, Washington, D. C.*

This collection of Tennis Rackets comes from one of the best concerns in the business; and Rackets are all in 1904 models. The quality of material and the workmanship are the best put into these goods. Frames are of specially selected, highly polished, white ash, beveled; polished mahogany throat pieces. Handmade throughout. Perfect balance assured.—*Wanamaker.*

We seem to have a monopoly on low prices on such goods. We haven't noticed any this season that equaled the prices you'll find in this Sporting Goods Store. The goods are of a splendid quality. We make prices low through extensive purchases and taking goods off other people's hands in exchange for our cash.—*Jones Dry Goods Co., Kansas City, Mo.*

"Truscott" on a boat means about the same as "Sterling" stamped upon good silverware. It guarantees to the purchaser the best materials, workmanship and designing that enter into launch-making. On hand and ready for immediate delivery we have half a dozen splendid Truscott Launches, representing the line of Truscotts for which we are New York agents. These boats are built out of seasoned wood, copper

ATHLETIC & SPORTING GOODS

fastened, decks of golden oak. Each one is equipped with a two-cycle motor—Truscott-made—regarded as the most compact motor in the almost-noiseless class. These prices are f. o. b. New York. If desired, boats will be put in commission here.—*Macy's, New York.*

Been out on the links yet? Perhaps you looked over your stock of clubs and found some that needed replacing. Easy to choose from the splendid array here—and the best golf supplies cost the very least in this golf store.—*Frederick Loeser & Co., Brooklyn, N. Y.*

White duck tents for campers.—How about that Summer vacation and the tent you will need if you go camping? Just a word by way of reminder—when you are getting ready for your vacation do not forget that our stock of tents and tent supplies is complete. There is nothing better for real enjoyment than a comfortable tent, picturesquely pitched in the right sort of a place. Prices below the picture.—*Brumner's, Sacramento, Cal.*

Tennis is more popular than ever this year. We can supply tennis enthusiasts with every essential except the court.—*Sibley, Lindsay & Curr Co., Rochester.*

Ping-pong, for 48c. and up. Have you ever played Ping-Pong? It is the one game that proves popular with all classes and all ages. It is the most fascinating of novel pastimes. It is simple, but never twice alike, easy to play but always interesting. If you once try it you will realize that a ping-pong set is necessary in your home. Everybody from grandmother down to baby will play. Costs but little and delights each member of the family.—*Harris, Emery Co., Des Moines, Ia.*

Croquet sets.—For an enjoyable outdoor game that is not too vigorous, croquet is still unequalled.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Golf and Tennis.—Whichever will claim your attention on the holiday, the right tools—that is, the best tools—are here in complete assortment and for prices that mean worth while saving.—*Abraham & Straus, Brooklyn, N. Y.*

"Luck is with the heaviest battalions," said a famous general. Luck is with the sportsman who is best equipped. The sportsman is best equipped who is equipped by us. Equipping sportsmen has been our exclusive business over twelve years.—*Kimball-Upson Co., Sacramento, Cal.*

Tennis is more markedly a favorite this year than for a long time, as the

early indications promised. Players are making heavy demands for large quantities of goods, especially the fine and serviceable sorts; but the stock is still in splendid condition. Besides all the requisites, the knowledge of our expert-in-charge is at the service of our customers—ask all the questions you like, and welcome. For golf players—every good club and ball that players are likely to ask for is here, and the largest quantity in Philadelphia.—*Wanamaker's, Philadelphia, Pa.*

The Strenuous Life.—Footballs, boxing gloves, punching bags, dumbbells, Indian clubs and everything to make a boy like our President.—*The Rookery, Jackson, Miss.*

A cold wave is due and you may expect the red ball up in twenty-four hours. In the Loeser basement sporting goods store you will find a most complete variety of the best ice skates made. There are styles for men, women and children. Prices are lowest; just a hint or two at the range.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Whether you're to be out of town one day—or three days—or more, your pleasure depends on the goodness—the thorough goodness—of your sporting equipment. And goodness doesn't necessarily imply expensiveness. If your supply comes from the Big Store it will be as good as it is possible for human skill to make it. And it will cost less than inferior goods elsewhere.—*Siegel Cooper & Co., Chicago, Ill.*

These are the days that make one think of fishing. There is much to be said in favor of the sport that appeals to all alike. The funny tribe can sometimes be coaxed from his haunts and sometimes he can't. But there is one thing certain, the right sort of tackle will help to catch the wily bass. Come in and let us show you our line—it is complete and we can supply every need that you may have from hooks to poles and everything that goes to make a fisherman happy.—*Smith, Watkins & Co., Lexington, Ky.*

You can't help looking with admiration at our fine line of sporting goods if you are within eyeshot of this emporium for sportsmen. The spell of the woods and the water will prompt you to step inside, where you can see and select to your heart's content everything that the fisherman or hunter needs.—*Rapp & Lloyd, Spokane, Wash.*

Get a camera this season. Get it early in the season and begin enjoying the

ATHLETIC & SPORTING GOODS

delights of picture taking as soon as you can. We have one of the most extensive stocks of Kodaks, cameras and photo supplies on the coast. Our experience enables us to aid in many ways the amateur photographer and to help insure skill and satisfaction in the art.—*Buber & Colson Drug Co., Fresno, Cal.*

"Ramona" portable cottages, stores, offices and bungalows. Ten styles to choose from. One-room "Automobile Cottage" to five-room "Bungalow" with porches. Pantry, closets and bath room. Fitted completely at mill before sold. Delivered in "Knockdown" bundles. Anyone can set them up in a few hours. No nailing or sawing necessary. Need only screw-driver, wrench and hammer. Price only about half the cost of building ordinary frame house. Take your house along with you to the beach, mountain, desert, mines, ranch or foothills. Move it back home in the fall onto your vacant lot and rent it. It's "as good as new" after a dozen moves.—*Home Building Mill and Improvement Co., Los Angeles, Cal.*

Table tennis and sporting goods. This is a sporting goods store through and through. Fully equipped to supply your wants, and do so most economically. You can fit up a gymnasium of your own in your own room, and there will be very little expense in doing so.—*Loeser's, Brooklyn, N. Y.*

The winners. So much depends on the equipment of a baseball team that too much stress cannot be laid upon the necessity of purchasing baseball supplies where the goods are of the highest quality. Fine fishing tackle, lawn tennis and golf supplies.—*The Andrus & Naedels Co., Hartford, Conn.*

We have a good line of new tennis rackets. The frames are made from selected materials by experts who thoroughly understand the use of them. The gut used in stringing is the very best that can be procured. Tennis balls, nets, posts and marking tapes. Catalogue on application. Rackets restrung in the best possible manner.—*A. S. Burbank, Plymouth, Mass.*

Footballs and football supplies. The call of the gridiron warriors to practice has been heard. Is your team ready? If not, the Loeser Sporting Goods Store is ready with the most complete line of footballs and other supplies. Everything of the best standard. Below we give hint of the Loeser fair prices.—*F. Loeser & Co., Brooklyn, N. Y.*

Of course you know we are Colorado headquarters for sporting goods—

guns, rifles, ammunition and shooting toggery. We outfit you with the just right outfit for whatever you are going after.—*The Geo. Tritch Hardware Co., Denver, Colo.*

We're busy selling hunting supplies because our stocks are complete in all lines and we sell high-quality goods. Prices also are a winning feature every time. If you're going out for one day or a month let us fit you out in proper equipment to ensure a successful trip. Note our prices.—*Ashdown's, Winnipeg.*

Never will the boys and girls want for better skating, and never will they want for a better store than Kaufman's in which to buy skates. There's fine ice on every pond and stream, and if you want to enjoy the skating be sure to have a good pair of skates. Right when skates are wanted most, we reduce our price a full 25 per cent., which makes the buying exceedingly advantageous.—*Kaufman's, Trenton, N. J.*

Baseball supplies. We have just opened up a large and complete stock of base ball goods and asked the inspection of all intending purchasers of baseball supplies. Our name has long been a guarantee of all that is first-class and up-to-date in the sporting goods line. We have a complete stock of baseballs, gloves, mitts, bats, uniforms, shoes and all other supplies necessary for teams or individuals. Mail inquiries of out-of-town customers are solicited and we are glad to send catalogues and prices. All mail-orders given careful attention.—*Anderson Hardware Company, Atlanta, Ga.*

Football supplies. The Loeser sporting-goods store is local headquarters for the best football supplies. Everything requisite to the great game is here and guaranteed to be the best. Prices moderate.—*F. Loeser & Co., Brooklyn, N. Y.*

A few hints for campers. Everybody will not go camping or touring in June, but everybody who contemplates an outing this summer is doing some planning, and so this list is for them particularly. It would be an easy matter to fill this page with hints, from all over the store, of the goods summer homes and campers will find convenient. But only a few suggestions are given in the hope that you'll come to the best supply source for everything you'll need. From the tent and its furnishings we'll supply everything you'll need to eat, use and wear.—*T. Eaton Co., Toronto, Can.*

RIFLES, REVOLVERS, ETC.

If you are at all interested in knowing the kinds of double or single barrel shotguns that are safe and reliable, you should call at our store, and examine our stock, and learn the inducements we offer to secure your trade.—*Callahan & Douglas, Binghamton.*

Some facts about guns should prove interesting at this time. The season for gunning is here. The sportsman is overhauling his outfit, if he has one, or figuring on purchasing, if he has not. We carry a very fine line of sporting guns of every style—shotguns and repeating rifles of the latest design and most perfect construction. They are the production of high class makers. Browning automatic repeater (hunting gun) five shot can be fired without reloading.—*J. P. Bertrand, Quebec.*

Great Guns! Hunting Season!—The season for chicken and duck hunting will soon be here, and you will always find us here with one of the largest lines of first class guns and sporting goods in Stevens County.—*E. J. Jones Lumber Company, Morris, Minn.*

You want to know what you are getting when you buy a gun. A poor one is of no use to anyone. A good one is a source of great pleasure. We don't intend to sell poor guns at all. We carry the very best make and a very large stock of them. It is a part of our business that we take especial interest in and we buy with great care. We guarantee every gun we sell. If you should get one that is not satisfactory, all you have to do is to bring it back. Take a look at our gun department when you are in Sherman.—*Hardwicke & Etter, Sherman, Tex.*

The good shooter's aim—a Hudson's Bay gun. The good shooter always takes to the Hudson's Bay gun, and if you ask him why—he has many good reasons. None but the gun specialist can fully appreciate and enjoy the superior points of the gun that "hits the mark" in every way. We invite you to consult our specialist in the gun section. He will be pleased to meet you—and demonstrate the beautiful points of our different lines.—*Hudson's Bay Co., Winnipeg, Can.*

"You may fire when you're ready" is what Dewey said to his chief gunner when he entered Cavite Bay. What if his ammunition had been of a poor quality and his gunnery not up to the standard? He probably wouldn't have given that important order with such coolness. But Dewey knew that his powder had been kept dry, that it was fresh and effective, and that every gun was properly charged; that every man at the guns was brave and steady and a "dead shot." Just so when you go hunting. If you have confidence in the gun you're shooting and confidence that the ammunition you shoot is loaded right and of the very best quality, you've got half the battle won. We want to talk to you about reliable guns and dependable ammunition.—*McClung, Buffat & Buckwell, Knoxville, Tenn.*

Guns, Revolvers and Hunting Clothing. Revolvers are good things to have in the house. Guns are in use at this season with hundreds of sportsmen who find Long Island waters provide some of the best sport in the East. Proper hunting clothing makes shooting more than ever a pleasure. Supplies of these things that are reliable and at the same time modestly priced may be had here in the Loeser basement.—*F. Loeser & Co., Brooklyn, N. Y.*

Guns. Our guns are the very best make and we sell them at prices lower than ever before. We have guns from \$5.00 to \$80.00. Call and compare them with the other guns that are on the market. Guns sold on easy payments. Gymnasium clothing. We carry a large line of gymnasium clothing of all kinds. Call and we will show you our line.—*The E. H. Towle Co., Waterbury, Conn.*

The gunning season is here and the hunter is making good use of it. You can't help bringing home plenty of game if you have our kind of guns and loaded shells.—*Robinson & Spellman.*

We're busy selling hunting supplies because our stocks are complete in all lines and we sell high-quality goods. Prices also are a winning feature every time. If you're going out for one day or a month let us fit you out in proper equipment to ensure a successful trip. Note our prices.—*Ashdown's, Winnipeg, Can.*

RIFLES, REVOLVERS, ETC.

FISHING TACKLE

Black bass are biting, and a good catch is sure if you buy your bass tackle at our store. The quality of our tackle is dependable. No trouble in landing the big ones—when your outfit comes from here. Our prices are the lowest that reliable tackle can be sold for.—*Callahan & Douglas, Binghamton, N. Y.*

The sporting goods we are showing to-day ought to make every one feel like indulging in out of door sports. Tennis and baseball outfits, fishing tackle, kodaks, cameras, and supplies of all kinds are offered you for vacation days at prices which are lower than ever. The time to enjoy them is now, the place to buy them is here.—*Waldron's, Binghamton, N. Y.*

Rainbow trout supplies, that is, supplies with which to land that tricky and elusive specimen of the finny tribe successfully, such as reel, flies and tackle and, in fact, every thing the fisherman desires is found here. We can make the cost of your outfit seem so small and yet can equip you with the best.—*Phillips-Cooke Hardware Co., Pueblo.*

Why not get after the fish before the other fellows catch them? Fishing tackle is of two kinds—good and good for nothing. If you like to go fishing, better get your tackle here. We know exactly what is needed for the fish you are after. And when you hook a fish with our tackle you will not lose him. The hook will not break, the line or leader snap or the reel stick. All our sporting goods are the reliable kind. Come in and look them over. We have several novelties that you ought to see.—*The Salem G. Le Valley Co., Buffalo, N. Y.*

The fishing season is at its height—and here are all the things that delight the heart of the angler. And tennis, too, has received an impetus which ranks it as one of the foremost sports of 1904. This is the headquarters for all sorts of sporting and athletic needs. Prices are the lowest anywhere.—*Abraham & Stevens, Brooklyn.*

Getting ready for fishing.—Practically the last barricade has been removed—

it's open season for almost any member of the finny tribes. The true fisherman is busy getting ready for the vacation campaign. At what point can our fishing tackle store serve you?—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

A strong pull on public favor our superb line of fishing tackle has. No man would think of starting out for a day's sport without first equipping himself with one of our fine bamboo or steel rods and expert reels, if he would hook the finny beauty in brook, lake or pond, and bring success to his fly or hook. Our line of fishing tackle, guns, rifles and ammunition is the best made.—*Redding & Ellestad, Grand Forks, N. D.*

Fishing tackle. Everything that's good. They have been catching the big ones lately—2 to 5 pounds. You will need a shotgun soon. Let us show you our line.—*Rapp & Lloyd, Spokane.*

We haven't talked fishing gear, because it's been too cold. We do so now. Fishing gear is cheaper each year.—*A. W. Reddin, Charlottetown, P. E. I.*

Things for everybody who wants to get out of doors and have a good time. Salt-water fishing practically begins on or about June—the first chance people have to go out of town for an outing. If you are after bluefish, sheepshead, flounder or any other kind, we've got the fishing tackle to help you.—*Wanamaker's, Philadelphia.*

The better and more complete the angler's outfit, the greater enjoyment is sure to be. If you, Mr. Fisherman, only knew (as we know full well) the real, dollar saving values in our fishing tackle department, you would all be here when the doors open this morning.—*The 14th St. Store, New York.*

The best bargain in a *trout rod* you will ever see. It is 9 1-2 ft. long and in 18-inch lengths. Fits easily in suit case or trunk. The supply is limited, so come soon.—*Clapp & Treat, Hartford, Conn.*

Be a successful angler. Our line of *fishing tackle* is entirely of English manufacture, purchased by us direct, and is the best assortment ever shown here.

FISHING
TACKLE

✓ includes rods, lines, leaders, flies, gut, hooks, in all desirable sizes. Our tackle makes a good catch certain—if there are fish to catch. It always pays to keep tackle complete—saves lots of bother when you want to go off in a hurry. Our prices are the lowest you can get good tackle for anywhere.—*J. G. Jamieson, Charlottetown, Can.*

"Throw physic to the dogs." I'll have none of it—but rather I'll away to the inviting brook and business cares a-banish—and there, at peace with the world, I'll fish and fish till close of day, and then, returning, boast not of catch—though creel be fairly filled—but rather attend the feast that good health and appetite prepares—then, resting, fish the day o'er and vow to go again as soon as possible. Now this is fishing—and sad is the man who doesn't crave a day or two's sport following a singing brook! We can tell you what to fish with—and we can equip you for any kind of a fishing trip. We are manufacturing retailers of rods and tackle. When you see our displays you'll agree that there's little more to see—go where you will. Rods from 75c. to \$75, and everything else in proportion. You'll like this store—for it's more than a store, you'll like our sportsman's room—it has an uncommercial air, it's stocked with good literature—on fishing and sports afield.—*The Sportsman's Shop, Hartford, Conn.*

Fish early. Look over your tackle and be prepared. April first will soon be here and our new stock of hooks, flies, rods, reels, canvas creels and baskets are here now. They are beauties. We have everything in the world that could be desired for trout fishing.—*Clapp & Treat, Hartford, Conn.*

"Something doing?" Yes, but 'twill be a story of "the fish I didn't catch," if your tackle isn't right. Our 1908 light tackle outfits are up-to-date, of standard quality and made especially to conform to rules of Southern California clubs. A fine line of reels, prices ranging from 50c. to \$60. Our special pompano rod, 17 ft., 4 joint, is very convenient to carry on cars. Surf and wharf fishermen should see our split bamboo surf rods, large agate guide and tip, cord wound grip, extra heavy welt ferrules, and German silver trumpet guides, at \$10.—*Tufts-Lyon Arms Company, Los Angeles, Cal.*

Don't forget bass season opens June 1st. Prepare for your fishing trip by the purchase of necessary fishing

tackle. We have a complete stock of poles, lines, hooks, artificial flies and other bait, in fact everything for the up-to-date angler. Our values are strong. Make it a point to outfit here. Special on reels. Your wants in reels can be supplied here at a saving in price. We have the small brass reel, also the more elaborate multiplying reels with alarm and drag features. Better get our prices before buying elsewhere. There is a saving to be had here.—*Chambelle Cycle Co., Fresno.*

Your luck depends just as much on the quality of your tackle as it does on your skill. Stop at our store and replenish your tackle box and you won't be caught telling your friends about "that big one that got away." New rods, reels, artificial baits, hooks, etc., at the most attractive prices.—*Dollarhide & Harris, Denison, Tex.*

Fishing tackle.—This department makes a man think of deep, cool pools, with the slippery trout flashing, tempting you to fish. We have baited all the goods with very low prices for to-morrow.—*Siegel-Cooper Co., New York.*

"I can snake 'em out 'most every time if I have the right kind of tackle," said a fisherman friend to us the other day. No use talking, tackle is important; and, just the same as with everything else, there's a right kind to buy, and a right place to buy it. We believe our kind of tackle is surely the right kind; and if our prices and ways of selling don't prove that this is the right place to buy, your money is yours again in a minute.—*The Danbury Hardware Co., Danbury, Ct.*

How about your tackle, fishing tackle, we mean, is it all ready, so you won't be bothered to stop and buy some little thing at the last minute? Overhaul it now; make a list of the things you need and get them here. When you make out your list, put down the prices you think you ought to pay, and see how they compare with the prices you'll be asked to pay at this store.—*The Danbury Hardware Co., Danbury, Ct.*

Don't tackle fishing without the right sort of fishing tackle. Don't go fishing without going to the right place to buy your fishing fixings.—*Central Hardware Co., Frederick, Md.*

Goin' fishin'? Tempting price-bait on our Fishing Tackle. Five-piece split Bamboo Trout Rod, \$1.38. And everything else catchy.—*Linsley & Lightborn, New Haven, Ct.*

FISHING

TACKLE

BICYCLES

A good bicycle never happens, it's a steady progress—the net result of the best thought and skill of the best people. An ordinary set of men can do only ordinary things; rare knowledge and ability are necessary to produce such superb knowledge.—*Globe Cycle Co., Buffalo, N. Y.*

Bicycle riding is no longer a fad. People have outgrown paying an exorbitant price for a wheel because it bears the name plate of a record breaker. The prospective buyer nowadays wants his money's worth in materials and workmanship and not in sentiment. When you buy a Lenox bicycle, you don't pay for the enviable reputation it has been winning for years, you get value received in a machine of first quality—finest materials plus expert workmanship.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Don't you feel well? Have you lost your nerve and appetite? If you are working indoors, at office work, did it ever strike you that what you probably needed was exercise of the proper kind, and not patent medicine or physic? Ride a bicycle, use it regularly and properly, put your blood in circulation, and you throw away medicine chest.—*Globe Cycle Co., Buffalo, N. Y.*

Lenox Logic.—Look back and think how many of the popular wheels of a few years ago are being sold to-day. Very few. And why? Because when people ceased to ride a wheel with a certain name plate from the sentiment of the thing and wanted actual bicycle value these self-styled, high-grade, wheels died a natural death. When we embarked on the sea of bicycle selling we took a different tact. We built as good a wheel as mechanical skill could construct from the finest materials, and sold it at a reasonable profit. The drygoods method was more to your liking and the Lenox has lived to see more riders than any other bicycle in this vicinity.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

National and Cleveland wheels have no superiors. They are built by mechanics who understand perfectly every requirement of a bicycle and nothing but the best material and the finest

workmanship enters into their construction. Let us prove by showing them to you that they are as near perfection as it is possible to build.—*W. H. Alexander, Spokane, Wash.*

There's no other store that can do so much in bicycles for you as we can. In fact, this department in a way is a bicycle headquarters. Everything here for a wheelman, from a lamp to a racing wheel. Through a fortunate purchase we secured a small quantity of Fowler bicycles at a special price. These wheels have seamless steel tubing. The hangers are the latest model Fauber. They are equipped with the celebrated Baldwin chain. Adjustable handle bars. Brown padded saddle and finest quality single-tube tires.—*Lit Brothers, Philadelphia, Pa.*

If you desire a bicycle and want the best value for the money, come to the place where there is the largest assortment and make your selection.—*Young's Bicycle Store, York, Pa.*

It's settled. What? The weather and the fact that we can give you more for your money in the bicycle and talking machine line than you get elsewhere.—*Snyder Cycle and Automobile Co., York, Pa.*

The 1903 Ramblers are the wheels for the classes and the masses. Made more durable, lighter and easier running this year than ever before. Call and see them.—*The Fred T. Merrill Cycle Co., Spokane, Wash.*

Reliability is one of the good features of the National wheel. It responds to any demand you make upon it, stands up under hard service in all kinds of weather, is easily cared for—and you can own on simple and easy terms. Ask us about it.—*W. H. Alexander, Spokane, Wash.*

There are 500 riders of the National bicycle in Omaha alone, who will back our assertions that a National rider never changes his mount.—*Omaha Bicycle Co., Omaha, Neb.*

If you desire a bicycle and want the best value for the money, come to the place where there is the largest assortment and make your selection.—*Young's Bicycle Store, York, Pa.*

BICYCLES

SKATES

At the new skating rink (Noyes Island), hundreds of ladies and gentlemen are enjoying themselves daily. At this, the finest of all outdoor winter sports, nearly all the best skaters are buying the "U. S." club, hockey or racing skates at our store. Our line of skates for ladies is especially attractive—prices 75c. and up, and the men's line of hockey skates is the most complete to be found in the city—prices \$1.00 and up.—*Callahan & Douglas, Binghamton, N. Y.*

Good Skating Now.—We have just received a new stock of skates. Lovers of this sport will find our prices right. We'll be glad to show you goods and name prices at any time.—*Woodruff's, Knoxville, Tenn.*

The cold weather has come early, and the chances are that we'll have lots of skating before Christmas. Every boy and girl who wants *skates* will want them quick, as soon as our red ball is hung out.—*The John E. Bassett Company, New Haven, Conn.*

Sleds.—Strong, serviceable sleds are wanted by the boys—and girls, too. We can furnish them in all sizes. No weak sleds with soles tacked on. All our sleds are extra braced and have heavy steel soles. Beauty is not sacrificed in making these sleds and coasters durable.—*Allott-Kryder Hardware Company, Alliance, O.*

Ice Skates. Your boys and girls will enjoy a pair of our fine ice skates this bracing weather. We have an unusually attractive line of these goods, suited in style and price to any one's wishes—from 60c. for plain to the best made at \$3.25. Skate sharpeners 25c. each. Skate straps 5c. and 10c. each.—*W. B. Miller & Son, Springfield, Ill.*

Ice skates. This cold weather gives one a chance to enjoy this sport of all sports. We've such a large assortment and the prices are so varied that a visit to our store is the best way to prove to you that our stock is unquestionably the largest in the city. Our prices right, too.—*F. S. Katzenbach & Co., Trenton.*

Ice skating is best because it combines fresh air with healthful exercise and fortifies the body against prevailing epidemics. Klipper Klub skates are made from finest tempered steel, keep their sharpness, and come in all sizes, for men, women, boys and girls. 60c. a pair up.—*Gunster Bros., Scranton, Pa.*

Ladies' Beaver skates. One of the best makes and exceedingly popular—sold a lot of them this season; highly polished heavy nickel plate on good quality steel, well finished, light and strong.—*The T. Eaton Co., Winnipeg.*

Ice skating creates keen enjoyment if only the skater has a first class pair of skates, well sharpened. We have solved the skate problem. By combining high quality and attractively low prices, our Klipper Klub skates are making a name for themselves and more business for us. 60c. pair up.—*Gunster Bros., Scranton.*

Five dollar Starr tube skates for \$3.60. This is one of the neatest and lightest tube skates on the market, and sells regularly for \$5.00—\$3.60 is less than the wholesale price but we are overstocked. All sizes. Also broken lines of Mic-Macs, Dominion Beauty, etc., at actual costs. Indian hand made and Ash-down special hockey sticks, regular 40c. each. Our price, 10c., or 3 for 25c.—*Empire Cycle Co., Winnipeg, Can.*

Skates at a low price. Don't fail to examine our line of skates if in need of a pair. All are high grade and at a price that is extremely low.—*Lafferty's, Springfield, Ohio.*

Winter sports. Things look promising for a carnival season of skating, snowshoeing, tobogganing, etc. Our sporting goods department on the third floor is fully equipped with every essential for the enjoyment of every form of winter sport.—*Scroggie's, Montreal.*

The clink of the steel will be heard on all nearby ponds and lakes for the next few days, if the weather holds. New skates needed? Get them here. Come in this afternoon if you have time, or to-morrow. All the best ice skates are here in the best assortment of styles.—*Frederick Loeser & Co., Brooklyn.*

There are two ways of grinding *skates*, known as the hard finish and the oil finish. With the hard finish the skates stick a trifle at first. The oil finish leaves the skates smooth and it will glide over the ice easily without the breaking-in process. The next time you have your skates ground state whether hard or oil finish.—*Lyons & Company.*

We are in receipt of a new lot of these famous skates and are in a position to fill all orders. Any size desired may be had, as we carry a complete line.—*A. M. Bell & Co., Halifax, N. S.*

SKATES

AUTO SUPPLIES

Big savings on auto supplies.—There may be a few who insist on squandering money on the horseless vehicle, but they are few. The only frills about our auto department are the stunning effects in the shape of auto supplies, and the charm of it all is you can save dollars even on a small purchase. Suppose you see our supply department!—*A. D. Matthews' Sons, Brooklyn, N. Y.*

In the optical store, on the main floor, you will find, perhaps, the most complete collection of automobile goggles in the whole city—and you will find them at prices which are remarkably little. The lenses are ground crystals in every instance. Pressed glass lenses are sure to focus and may easily do considerable damage to the eyes of the person wearing them. These are fitted with ground crystals which are interchangeable in case of breakage and they are mounted with silk of different colors so that they will collapse into very small space. The lenses are clear white and different tints of London smoke which makes a glaring white road more bearable.—*Frederick Loeser & Co., Brooklyn, N. Y.*

The approaching automobile show heightens interest in everything appertaining thereto. Automobilists will find in our second floor clothing sections a wide range of specialties in serviceable automobile wear, in absolutely correct styles. We desire to draw attention to the superior values we offer in women's leather, rubber and corduroy coats, and in various styles of men's leather coats, and cloth or leather automobile caps.—*Mandel Bros., Chicago, Ill.*

Great care should be exercised in the selection of oil for lubricating automobiles. One of the best brands on the market is the Packard, made by the Havoland Oil Co., which is for sale at the *Lewis Garage, Exchange street, Binghamton, N. Y.*

Baldwin Improved Chains are the best in design and excellent in accuracy and workmanship. The Clip A is easier to remove and replace than a cotta pin. It will not cut off or come off, and can be replaced several times.—*Baldwin Chain Co., Worcester, Mass.*

There are other Tires on the market

that probably look from outside appearance to be as good as the G. & J. But if you will get sections of the different tires on the market and carefully compare the quality of rubber, the friction and general construction, you will find there is a difference, and after this comparison you will not wonder why so many are specifying G. & J. Tires on their cars for 1909.—*G. & J. Tire Co., Indianapolis, Ind.*

Grinnell "Rist-Fit" Ventilated Auto Gloves are the only gloves which have the patented "Rist-Fit." The "V" of soft leather set in the cuff permits the strap or tape to draw the glove snugly about the wrist, keeping up the gauntlet and excluding dust or dirt.—*Morrison-Ricker Co., Grinnell, Iowa.*

No bumps, no jolts, no jars! Just an easy glide—that's all. It makes no difference how many so-called shock absorbers you have used, you don't know one-half the joys of automobiling unless you have tried Thomas Shock Absorbers—they're simply wonderful. Thomas Shock Absorbers positively eliminate up-throw. This means easier riding—more speed—less wear on tires—no broken springs, and fewer repairs.—*Buffalo Specialty Company, Buffalo, N. Y.*

Buy Panhard Oil—"The Oil in the Checkerboard Can."

It's the oil that saves your motor, contains no carbon to carbonize in your cylinders, prevents pounding, saves the expense of the repair shop. Only one quality—the best—three grades.—*Geo. A. Haws, New York.*

Unless your car has perfect lubrication, your gasoline is used for friction instead of miles of speed. The use of Vacuum Mibiloil save the wear of your car, the waste of gasoline, and most of the money that goes for repairs.—*Syracuse Motor Car Co., Syracuse, N. Y.*

Any old plug is good enough for any old plug of a car, but mileage interests the owners of high class Motors. Flash Light Plugs have given 15,000 miles without removing from the cylinders and were then ready for a trip around the world.—*Journey, Steinmetz & Co., Philadelphia, Pa.*

AUTO SUPPLIES

AWNINGS

These awnings are guaranteed to work easily, and can be put up or taken down in two minutes after the eye-screws are in place because of the patent head and slide rods. They are noiseless in the wind, and the coverings are of a high quality striped duck; colors warranted not to run.—*Simpson-Crawford Co., New York, N. Y.*

Awning materials at half price.—We are ready to make and put up your awnings any time you say—in a hurry. Just now is a particularly favorable time, for we have reduced prices by one-half on about a thousand yards of awning materials, in 5 to 30 yards of a pattern—enough for one to four windows.—*Wanamaker, New York, N. Y.*

Give your porch the air of welcome—"cool" welcome, so to speak—have it shaded with awnings and Vudor screens; have it covered with "Crex" or matting rugs; have it comfortable with deep-seated, high-backed, luxurious chairs.—*Chamberlin-Johnson-DuBois Co., Atlanta, Ga.*

A summer porch isn't giving full value without an awning. An awning not only shuts out the direct rays of the sun, but the reflected glare from the street as well. It gives a soft light to a room and admits all the breeze there is, while it cuts off the sun. Let our awning man call upon you and talk awnings—no harm done if you don't decide to put one up.—*Chamberlin-Johnson-DuBois Co., Atlanta, Ga.*

A good time to buy awnings is right now. You'll never need awnings more than you will through August, and we can get them up for you in a hurry if you'll order right away.—*Wanamaker, New York, N. Y.*

Put Up Your Awnings.—You won't lose much time, even if you haven't ordered them, if you'll let us attend to them to-day. Write or telephone us, and we will send a man at once to take measures and give an estimate. We use only best materials and strongest frames, and put them together in expert manner. We are as well equipped to supply a whole hotel, office building, or apartment house as a single window.—*Wanamaker, New York, N. Y.*

Adjustable Awnings.—Will fit any window from 2 feet 6 inches to 4 feet wide, and only four screw eyes are necessary to secure them. Specially desirable for summer cottages, as they may be put up and taken down without much effort.—*The 14th Street Store, New York, N. Y.*

Need any awnings? We're putting up more awnings this season than ever before. People who are posted say our prices are a bit lower and our workmanship a good deal better than other awning makers.—*Keely Company, Atlanta, Ga.*

Need any awnings? We make all sorts—for residences, stores and office buildings—and make them right. Sun's getting pretty warm these days, and the summer awnings should be in use. If you haven't had yours put up yet, phone for one of our awning experts to come out and take measurements. He'll bring samples of the best line of awning materials in town and quote very low prices. We guarantee workmanship and fittings to be of highest quality.—*Keely Co., Atlanta, Ga.*

It is quite natural to put off the ordering of hot weather comforts till the time when the hot weather comes. But then all is hurry, and delays cannot be avoided. Those who are always thoughtful of these conditions have already made our workrooms busy. If you are in need of awnings, screens, shades, slip covers or the recreating of old furniture drop us a card and we will send an expert to your home with samples, ideas and estimates.—*Abraham & Straus, Brooklyn.*

Awnings always reduce the temperature as well as reduce the glare. Our assortment of materials is unsurpassed anywhere—work the best and prices the lowest.—*Abraham & Straus, Brooklyn.*

Have your awnings put up and your slip covers made—now. The scorching rays of the sun will make you hurry and bustle when real summer weather strikes the town. Better have your awnings made and put up, then when you really need them they're ready. We make more slip covers, better slip covers and more moderately priced than anywhere else in this borough. If you desire, you may select the material, and measurements and style of making will be followed out from your own plan. Shades made to your order, all the best materials, put together in the best manner, and made to fit the windows exactly.—*Abraham & Straus, Brooklyn, N. Y.*

AWNINGS

HAMMOCKS

The hammocks for 1909 are ready. Better than ever. More fine bargains. In a course of years of study of the hammock business this store has come to be generally regarded as hammock headquarters. People have learned to expect most variety of patterns and prices and the best values anywhere. The new stock of hammocks is ready now and we never before had such variety of fine values. All the hammocks in this immense stock were specially made for us of the best materials. They are of generous size and exceedingly pretty. Even in a city backyard hammock is a very comfortable place to lounge when the sun has gone by, and it may hardly be called a luxury when the best of \$1.00 hammocks are 49c.—*Abraham & Straus, Brooklyn, N. Y.*

Once you own a hammock you consider it a necessity. You can find so much comfort in it; so many uses for it. Hang it under a tree; on a veranda; use it at the park; hang it in a room, or anywhere else where there's shade, and then learn how much of summer comfort.—*Stoll's, Kenton, O.*

Hammock weather is with us again—and our basement is the home of a very choice line made in various ways of the strongest materials—they are all durable, comfortable and handsome—you can't afford to be without one.—*Froimuth's, Duluth, Minn.*

Comfort in a hammock is at everybody's beck and call. When a hammock can be bought for 90c. a household is losing a mighty big lot of fun if there's no hammock around. Swing it in the bedroom, in basement, on porch or under a tree—it fits anywhere and never fails to suit one's inclination to loll upon a warm day. Airy comfort, with little pay to get it.—*Stoll's, New Haven, Conn.*

Happy hammock happenings.—*Z. L. White & Co., Columbus, O.*

It's not too late to get one yet. There'll be lots of hot days and moonlight nights to enjoy a lawn swing or a hammock.—*Gray & Dudley Hardware Co., Nashville, Tenn.*

There is no surer way of making yourself comfortable than providing

yourself with one of our splendid Palmer hammocks. They combine beauty, luxury and ease. Then, too, they are the nicest that can be made for the money. With one of these you need not fear that your neighbor will have a handsomer hammock than yours. There are no handsomer made.—*John W. Graham & Co., Spokane, Wash.*

Best to have your hammock conveniently at hand so that no chance for its enjoyment is lost.

Restful inaction in a hammock seems about the summit of happiness when it's swung on the shady side of the piazza or under a spreading tree.—*J. N. Adam & Co., Buffalo, N. Y.*

If you want solid comfort get one of our hammocks, and when tired drop into it.—*Ingram & Davey, St. Thomas.*

Most likely you need a hammock. There's no doubt but a good, big, roomy hammock is just now a possession worth many times more than it costs. To help you cool off after active exercise—to give you comfort and rest—to minimize your worries and cares—we prescribe a hammock. Some thirty fine new varieties here in the very best makes, including inviting ones at these prices.—*Burke, FitzSimons, Hone & Co., Rochester, N. Y.*

Droning bee, babbling brook, sweet Mame, and a hammock in a shady nook is what you need to make Sunday a day of rest and bliss. We have hammocks in all grades and at all prices and sell under a guarantee that the goods are as we represent or money refunded.—*Cohn Bros., Spokane.*

Good news of hammocks.—Vacation days may often be spent most delightfully drawing in a hammock somewhere in the shade. And for the people who appreciate keenly such summer luxury, to-day brings news of five hundred summer hammocks—all bargains.—*Abraham & Straus, Brooklyn, N. Y.*

Hammock comfort.—Hammock, book and shady nook picture an ideal way of whiling away hot summer days. If you are economy-wise, you'll procure a hammock in the Basement.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

HAMMOCKS

Are hammocks in greater demand or have more people come to the conclusion that hammocks can best be bought at The Store of Satisfaction? A few over three hundred hammocks represent the sales of last year. So far this season we've disposed of between seven and eight hundred and there's a month and a half of brisk selling yet to contemplate. Very good bargains yet await your selection.—*W. H. Scroggie, Montreal, Can.*

Most likely you need a *hammock*. There's no doubt that a good, big, roomy hammock is just now a possession worth many times more than it costs. To help you cool off after active exercise—to give you comfort and rest—to minimize your worries and cares—we prescribe a hammock. Some thirty fine new varieties here in the very best makes, including inviting ones at these prices.—*Burke, FitzSimons, Hone & Co., Rochester, N. Y.*

Hammock time on the porch, under the trees, in the arbor, in the shady part of the yard back of the house—any place will do to string up these hammocks, and loll off in contentment and peace. The hammocks are well made, strong, fast colorings, and in enough styles to keep one busy quite a while making selections. They are all wool, cotton and cotton and wool, some with valance, others without, and with and without pillows.—*J. G. Myers Co., Albany, N. Y.*

For summer comfort you need a *hammock*, and you want a good substantial one that will give you a long time of service. That's the kind ours are. Made of the best hammock materials, closely woven and with extra heavy stringing cords to make them better and stronger than most kinds. The designs are new and in many handsome color combinations. Our hammocks are the best and our prices will speak for themselves. Come here before buying a hammock.—*Dorsey-Robinson Co., Fresno, Cal.*

A finely woven hammock at 79c. Some of the most pleasant days' hammock enjoyments are ahead of you, some in late August and in early autumn. These hammocks at 79c. are big, roomy, comfortable ones; have good, strong spreader and nicely made headrest or pillow. Slightly kinds, too, have deep full valance.—*S. P. Dunham & Co., Trenton, N. J.*

Swing a hammock and enjoy yourself. Now when you can buy a Palmer hammock at 85c.—and you know Palmer makes nothing but the best kinds—you

know that you have about reached the limit of good hammock values. This with pillow, spreader and valance, and \$1.50 wouldn't be a penny too much for them, to-day, 85c.—*S. P. Dunham & Co., Trenton, N. J.*

Solid comfort—a hammock. \$3 hammocks at \$2.55 each. Full large sizes; fitted with foot and head spread; comfortable headrest; deep, heavily fringed valance. New patterns in reds, tans, greens, browns and blues. These splendid hammocks are of strong rep and are very attractive in appearance as well as most comfortable in reality.—*Thos. C. Watkins, Hamilton, Ont.*

Hammock time. These summer days and moonlight nights suggest quiet nooks and hammocks. Get a hammock for solid comfort. We have the right kind. A new lot of Palmer brand—the largest and most comfortable hammock made. It will hold two. A wide variety of patterns and colors to satisfy the most exacting taste. Fully guaranteed. Remember, these are new goods, new patterns, new designs.—*Chambille Cycle Company, Fresno, Cal.*

Children enjoy the pleasure which comes from playing in a strong, roomy hammock. There's no danger whatever if the hammock is well made and sold at a price which warrants perfect satisfaction. We have never offered a more tempting line of these favorite swings than you will find in our housefurnishing goods department this season. Made of materials which you will recognize as capable of withstanding hard wear and priced reasonable.—*Mandel's, Chicago.*

Strong, durable hammocks. Those warm breaths of approaching summer suggest a new hammock. Of course, we needn't remind you that the earlier you get it the more warm days you can use it this season. All these have pillow and spreader. Best cotton weaves that endure, and all in bright colorings.—*Eaton's, Toronto, Can.*

Palmer's American hammocks. New styles and new prices. In our opinion a comfortable hammock supplies more enjoyment for the amount expended than any other form of summer entertainment. Not necessary to go farther than the confines of your own veranda or lawn to experience the cool comfort of a hammock in the hottest weather. Of the many kinds of hammocks, "Palmer's" easily takes the lead, and our prices show a distinct saving over what you have to pay elsewhere.—*Robinson & Co., Winnipeg, Can.*

HAMMOCKS

CARPET SWEEPERS

Made of steel with all the rigidity and strength that gives—and yet this new carpet sweeper is perhaps the easiest to run of any you can use. We tried it out thoroughly before we put our name to it, and we are convinced that for many reasons it is the best carpet sweeper on the market. It will not collect hairs and ravelings in the wheels for one thing—a clever device prevents that. The dust pans operate separately, open full and when the sweeper is in use they will not dig the carpet. The "Loeser" Carpet sweeper does; a soft brush which can sweep cleaner than any other sweeper we know—though we have all the other kinds. A protecting band encircles the case and prevents the marring of the furniture, even when the sweeper is used by a careless maid.—*Fred. Loeser & Co., Brooklyn, N. Y.*

You don't know—if you have not tried—the satisfactory work this carpet sweeper does; a soft brush which cannot injure the most delicate carpet, revolves with great rapidity, throwing dust and grit into pan provided; it's better doing this than throwing it on furniture and drapings.—*Alfred Edmonson, Morecombe, Eng.*

Every piece of material used in the construction of these sweepers is of the very best kind. The releasing of the dirt from the pan is done most perfectly; every particle of dirt and dust being dropped by the pans opening full from the interior of the case. The anti-raveler is another important feature which prevents the collection of hairs and threads in a way to clog the wheels.—*Fred Loeser & Co., Brooklyn, N. Y.*

Carpet sweepers and supplies.—Very few people know that we sell extra parts for carpet sweepers. Brushes, pans, tires, etc. A new invoice of these needfuls arrived a few days ago. Brushes, \$1; rubber bands, 25 cents; rubber tires, per set of four, 50 cents. A larger variety of sweepers are here than most dealers care to handle. Our large carpet business is responsible for it.—*John Breuner, Sacramento, Cal.*

Carpet sweepers. Housekeeping is easier if you have a good easy-running Sweeper—and carpet wears longer. "The Wanamaker" Sweeper is made especially for us by the Bissell Sweeper Company—who lead the world as sweeper makers.

Think it foolish to have a style made specially for us? Let's see about it. Sweeper prices must be kept up, or the fun of making them would cease—so think the makers. This Wanamaker Sweeper is ours, and if we'd rather sell thousands than hundreds—through lessening profits on each, you see you are gainer. That's all. Wanamaker Sweepers are perfect; have broom action; run either way; empty the dust when you press the top; are well nickel-plated. \$3.—*Wanamaker's, Philadelphia.*

Bissell's "Cyco" bearing carpet sweeper solves the holiday gift problem. If you are in doubt what to buy for mother, wife, sister or friend, remember that Bissell's "Cyco" Bearing Sweeper never fails to please, and it is a constant reminder of the giver for ten years. It reduces the labor of sweeping 95 per cent., confines all the dust, brightens and preserves the carpets and will outlast forty brooms. Price, \$2.50 to \$4.50.—*Bissell Carpet Sweeper Co., Grand Rapids, Mich.*

Old-fashioned broom wielding may have been good enough to sweep olden time floors and rag carpets, but to-day when every household boasts carpets and floor coverings of the heaviest weave—very hard to sweep and easy to catch the dirt—something more than mere brushing is needed to clean house in a sanitary way. Nothing which we have ever seen will sweep the heavy carpets better and with less effort on the part of the housewife or servant than one of the new "Cyco" carpet sweepers we are showing in our household goods department this week. The construction of these modern carpet cleaners is very heavy and durable and the brushes are so built and arranged that they force the surface dirt out of the floor-covering into the sweeper trays. They really do remarkable work as we shall be glad to demonstrate to you.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

How do you sweep? Still stick to the old-fashioned broom or brush, or accept the aid of modern invention and use an up-to-date carpet sweeper? The sweeper is the easier way. One sweeper will outwear a dozen or more brooms and the saving in your own strength and efforts is of far greater consideration.—*The Boston Store, Binghamton, N. Y.*

CARPET SWEEPERS

PAINT

Old Uncle Ben wanted to have his portrait painted. "Surely that is a very large sum," he said when the artist named the price.

The artist protested and assured him that, as portraits went, that was very little to ask. Uncle Ben hesitated. "Well," he said at length, "how much will it be if I furnish the paint?"—Lippincott's.

Mr. Farmer, brighten up your wagon, tools and buggies. Sherwin-Williams wagon and implement paint for wagons and tools. Sherwin-Williams Buggy Paint for buggies. Things well painted show prosperity. You are prosperous. Use paint. Get it from us. All kinds. Glass, too.—*The Lawrence Paint Co., Binghamton, N. Y.*

Surprising how quickly you can change the entire appearance of furniture by the use of the Adelite preparations. Brush it over with Adelite paint and varnish remover—let it stand four minutes, and you can wipe off the old finish with a cloth, clean to the wood. Then apply Adelite one coat finish—just once over with a brush completes the job—gives the dull beautiful finish of oak, rosewood, mahogany—whatever wood you choose. Easy to do, perfectly simple—results are sure to please you. Adelite remover costs 45c a can; Adelite finish, 60c pint. Brushes from 10c up. See samples at the store.—*P. H. Matthews' Paint House, Los Angeles, Cal.*

Beauty is only skin deep, but it isn't only the thickness of the skin that makes it. It's the kind of paint and the way it's put on that makes the Sherwin-Williams aluminum paint the leader of all others. S-W. aluminum paint can be used on either wood or metal surfaces. Has no offensive odor. Withstands extreme heat or cold. Does not discolor. Very durable. Paint man claims he wouldn't sell the S-W. aluminum paint if it wasn't the most satisfactory to use.—*Lawrence Paint Co., Binghamton, N. Y.*

Poor paint is no better than no paint and costs almost as much as good paint. "Collier" pure white lead is the paint that best combines reasonable cost with highest qualities.—*Collier's, Denison.*

Paint for houses, barns, floors, cupboards, shelves, furniture, bath tubs, buggies, farm tools, etc. A special paint for each purpose, not one slap-dash mixture

for all. Not low priced, but highest grade at fair, honest prices. You know our reputation. We say these are the best paints we know of. You'll say so too after you have used them.—*Peck's, Spokane, Wash.*

A Stain That's Not a Blemish on either your reputation or your house is a bit of wood stain we can supply—which you can apply—for the sides of your staircases—carpet in the middle you know. It's remarkable how cheaply you can improve the appearance of your staircase and halls by buying paints, stains and varnishes here.—*The Como Co., Great Falls.*

Do it up brown. This is a good time to stain the floors. In the summer the rooms are cooler without carpets. Stain the floors any color to harmonize with the woodwork and put down rugs.

The line of wood stains here is complete. There's a great variety of colors. Each is complete in itself, requiring no varnish.—*J. H. Lambs, Grand Forks.*

Paint man said paint was bad. Bought torch—painter's torch—from us to burn off. Don't have to burn off Sherwin-Williams paint. Never peels, blisters or chalks. Always reliable.—*The Lawrence Paint Co., Binghamton, N. Y.*

Porch comfort in this climate is as essential as house comfort. Make your porch look inviting by repainting the chairs and seats. We recommend carriage paint for porch furniture. It is inexpensive, easily applied and gives that glossy finish so desirable in outside furniture. Comes in eight colors, besides black and white. Half pint, 40c; pint, 60c; quart, \$1.00. Brush to apply it, 25c up.—*P. H. Matthews, Los Angeles, Cal.*

Lots of compliments yesterday on the appearance of our new wagon, just out. Have you seen it? Let us advise with you what it advertises—paints—for all kinds of good painting.—*The Lawrence Paint Co., Binghamton, N. Y.*

PAINT

Fix that "scratchy" bath tub. It's an extremely easy matter to make it comfortable. You can do it yourself at a cost of next to nothing. Just give it a coat of Harrison's bath tub enamel. Made just for the purpose. Resists the action of hot water; gives a tub a smooth, durable surface, eliminating all the scratchy spots. A pint is enough to cover a tub thoroughly.—*P. H. Matthews Paint House, Los Angeles, Cal.*

It's mere child's play to apply our paints and make your house look slick, span, new and clean, and there is nothing as clean as new paint.—*Hjerpe & Munson Co., Galesburg, Ill.*

Makes home cheerful. Ladies, improve the complexion of your houses, inside and out. It's remarkable what a single coat of house beautifier will do in brightening up the house itself, the occupants thereof, as well. So in offering you a choice of many colors and shades of Al paints, we're trying to better your house, make more cheerful your household.—*A. B. Dure Co., Mobile, Ala.*

Paint man quotes: "Little drops of water, little grains of sand, make the mighty ocean, make the mighty land." Have you ever seen unusual paint in bottom of pail? It's good money wasted. Every drop of Sherwin-Williams paint can be used. It counts too. Helps keep pocketbooks fat.—*The Lawrence Paint Co., Binghamton, N. Y.*

A man who knows about paints—will select our paints every time. They are high-grade in quality—but moderate in price. They will wear and preserve the surface on which they are put—will hold their color and won't peel or crack. They are easy to put on with a smooth finish. Mixed for outdoor or indoor use.—*Tanner Paint and Oil Co., Richmond, Va.*

Insure your porch against decay by using paint that protects. Paint is cheaper than lumber and repairing bills and a heap quicker. Two coats of paint a year will make a porch and steps last ten years longer. Paint that is walked on, scrubbed and cleaned and exposed to the weather must be good paint.—*The Stambaugh-Thompson Co., Youngstown.*

Pure prepared paint is a perfect paint and is unsurpassed for durability in this climate. Properly used it will retain its finish and wear better than lead and oil mixed by hand. We guarantee Pure Prepared paint to be composed of pure white lead, pure oxide of zinc and pure linseed oil, and coloring pigments and contains no adulterant. Give it a trial on your next work.—*Barrett-Hicks Co., Fresno.*

Hot weather is good time to paint. Everything is dry and buildings properly painted now will last for many years. It would seem like a vacation to us to make that old weather beaten house look like a new one. That is what paint is for, and that is what we are here for; to make the homes of Fresno more attractive, both exterior and interior, better to live in, better to keep, better to sell or rent; in fact a little of our wall paper and paint will always bring results.—*Patterson-Dick Co., Fresno, Cal.*

Is beautiful, durable and inexpensive. Let us tell you how to make your home attractive, inside and out without a big pocketbook. Ask for color cards, booklets, facts and prices.—*Lowe Bros., Joliet, Ill.*

Paint it. Step off and take a look at your home. Doesn't it need painting? This is the time to have it done and there's no better paint to use than Crescent paint. It stands the climate, looks best and wears longest.—*Esler's Paint Store, Denison, Tex.*

Our B. P. S. carriage, buggy, and wagon paints are made with the same care, of same materials as the house and other paints, which means the use of the best material to be had, prepared by experts in the business. The carriage and buggy paints are easily applied, have a fine, hard, and durable finish, will look well, wear well, and give you entire satisfaction.—*W. B. Miller & Son, Springfield, Ill.*

A few reasons why Diamond wall finish is better than any other finish on the market. Any number of coats can be applied over each other and will not crack or scale, thus avoiding the expense of washing the walls. Diamond wall finish can be applied on wood, brick, canvas or papered walls and ceilings. Won't harden in the pail. Mixed for use to-day, can be used to-morrow or next week, an important item regarding expense. Free from poisonous matter and has strong disinfecting qualities, thoroughly sanitary in every respect. Sold only by *J. B. Donovan & Co., Baraboo, Wis.*

Good results is what everybody is striving for, no matter in what channel of activity it may be. If you are after satisfactory results from the use of paints, success will crown your efforts if you insist on getting the Imperial ready mixed paints, for which we are the exclusive selling agents in this city.—*Tuttle Paint & Glass Co., El Paso.*

PAINT

PLUMBING

A good rule to follow in deciding on where to place your order for plumbing work is the reliability of the plumber. The Paulin Stove and Furnace Co. are always reliable in estimates and in work. Good work always, and prices the lowest at which good work can be done.—*The Paulin Stove & Furnace Co., Simcoe, Ont.*

A shower of comfort in warm weather you can take any time you feel disposed when your bathroom is fitted up in modern style with a good shower apparatus, porcelain lined tub and good closet. Do away with antiquated old tub and wash bowl and let us put you in improved sanitary plumbing worthy of the times. If we do, it's done right.—*J. C. Bizby & Son, Omaha, Neb.*

A peep into an up-to-date bathroom is only less refreshing than the bath itself. During the summer you will the more look to the bath for bodily comfort. We will show samples, plans, photographs, etc., of the porcelain and other tubs we supply and give you estimates on our work in putting them in place—the whole guaranteed to be of the very best from a sanitary standpoint.—*Frank P. Kelly, Binghamton, N. Y.*

A model bathroom is a most essential feature of the model house, as it is a necessary comfort to any home. Better put money in perfecting the sanitary system, thereby insuring the health and comfort of your family, than spending it for fine furnishings.—*Clark Reed, Davenport, Ia.*

Plumbing as it should be done is the kind of plumbing we do—open, every joint tight, sanitary, latest style plumbing. Best of bath tubs, latest devices in water closets, sinks and everything you can think of in the plumbing line. Call us up on the 'phone, write us or see us, and we'll do the trick every time.—*Blum & Eyster, York, Pa.*

Do it now. Have that old-fashioned, unsanitary plumbing replaced by new and up-to-date open plumbing. It will repay you in the increase of health and the saving of doctor's bills. We do overhauling and refitting thoroughly. Let us give you an estimate on replacing all that old plumbing with up-to-date work that will keep out the sewer gas.—*Thos. Oakes & Son, Hartford, Conn.*

Good plumbing is being appreciated in Tacoma more than ever. The day of the cheap shoddy class of goods has passed and people have learned that plumbing fixtures of the latest approved pattern, as installed by first-class workmen, is the most economical and will have only the best. We have the finest display and greatest variety to choose from. Come in and let us quote you prices.—*Ben Olson, Tacoma, Wash.*

Putting in open plumbing in place of the old enclosed plumbing that hid the germs of disease is what we are called upon continually now to do. Winter is coming on when you will spend more time indoors. As a health precaution, let us put your plumbing in an up-to-date condition.—*Brass Foundry & Heating Co., Peoria, Ill.*

The running expenses of a house are largely added to by worn-out or poor plumbing, which is always out of repair. If you are annoyed in this way, let us overhaul it and put it in order for you, and you will find that the cost will be as nothing compared to what constant repairing amounts to. We will fit you up a bathroom or kitchen that will make your heart glad, without large expense.—*John H. Johnson & Co., Saginaw, Mich.*

Mutual satisfaction. The pleasure with which we receive your order will be equaled by the pleasure with which you receive your completed work. None of the old stories told about plumbers fit us, anyway. Our charges are not high; we don't "putter" over a job and we don't use poor material. As a plain, everyday business proposition, we find it best to do the best kind of work and do it as cheaply as possible.—*Shields & Leadley, Lansing, Mich.*

Do it now.—Have that old-fashioned, unsanitary plumbing replaced by new and up-to-date open plumbing. It will repay you in the increase of health and the saving of doctor's bills. We do overhauling and refitting thoroughly. Let us give you an estimate on replacing all that old plumbing with up-to-date work that will keep out sewer gas. We make a specialty of plumbing repair work; telephone us your orders; work will be first class and prices right.—*Thos. Oakes & Sons, Hartford, Conn.*

PLUMBING

We would like to remind you that this is the proper time to have your heating apparatus put in good shape for next winter. We can attend to this work promptly at the present time. Call up 820 and we will do the rest. Best material and workmanship.—*Libby & Blinn, Hartford, Conn.*

If you have any plumbing, tinning or any kind of sheet metal work to do, let us give you a figure.—*J. Batchelor & Sons, Utica, N. Y.*

Let us figure on a modern system of sanitary plumbing. Whether you want to live in your house or sell it, up-to-date plumbing will be one of the most satisfactory investments. Bear in mind that our estimating entails no cost, our work no more cost than is right.—*Lexington Plumbing Co., Lexington, Ky.*

Taking a bath is more important than taking a meal with some people. Perhaps you are one of these and need the service of plumbers whose skill and experience in all matters appertaining to their line of work enable them to carry out instructions and produce satisfactory results. Sanitary plumbing has been made a study and we are successful with all jobs.—*Hamp & Simas, Reno.*

That leaky roof of yours will cause you no end of trouble if not attended to at once.—*J. C. Cronan & Co., New Haven, Conn.*

There are thousands of little things that keep cropping up in a poor job of plumbing which are the source of a great deal of annoyance and frequently hazard the lives of the occupants of the building. It may be the wrong kind of traps have been used or the back vents were not put in properly and sewer gas is continually leaking into the house. These kinds of jobs probably cost just as much as if they were done by a reliable firm like *J. Lyon & Son, Hartford, Conn.*

It does not pay to install cheap plumbing, because there is no one feature in the construction of a house that will be as unsatisfactory—both as to the fixtures and the workmanship. On the other hand, there is nothing which will appeal so strongly to the fastidious and careful housewife, and be so great a source of enjoyment, as modern high-grade plumbing.—*J. Lyon & Sons, Hartford, Conn.*

It's time to clean your furnaces and take down the pipes. The season has been so cool that you've needed a fire right along; but now the sooner it's attended to the better. It's been a long season, and a thorough cleaning is positively necessary to the good of the

heater and preservation of the pipes. The soot remaining in the pipes over summer will rust them out. Then, if you have them cleaned now they'll be all ready early in the fall. We've a force of expert mechanics in our tin shop who've had years of experience in this kind of work. Our prices are right.—*F. S. Katzenbach & Co., Trenton, N. J.*

I feel one hundred per cent. better for this splendid bath—the expression so often heard where bath tubs are. How about your home—do you enjoy this invigorating, health-giving comfort? If not, it would give us great pleasure to talk the matter over with you.—*E. P. Hirst, New Bedford, Mass.*

Plumbing that pleases. Repair work that we do is the best advertisement we could have. It is so thorough and perfect that our customers feel more than satisfied and talk about us to their friends. We use only the best materials and hire only the most experienced workmen, consequently we are able to turn out work of a very high grade. Our practical plumbing knowledge enables us to suggest the best and quickest way to handle a job.—*Waterman Davis & Curtiss, Sacramento, Cal.*

Talk on plumbing. No other part of the construction of a house requires such skill and judgment as does the plumbing. The carpenter or tinner may do a botch job on the roof, but a little rain will discover the defect to you and demand repair. The painter may do you a poor job, yet it offends only the eye. But if the plumber does not do a perfect piece of work, or if the plumbing put in your house some years ago has become unsanitary by reason of defective material, you are entirely at the mercy of the destroyer. It gives you no sign to betray its infirmity. The defects may permit the entrance of sewer gas and you cannot tell what is sapping the life of your wife and children. If you have reason to suspect unsanitary conditions exist in your plumbing system you should have an examination of it at once. Our skilled service is yours for the asking. Slate and tin roofing, galvanized iron work.—*Wm. H. Harris, Mansfield.*

Plumbing. When you give the order to us for repair work or installation of a new system, you may rest secure in the certainty of a job well done. Best work and workmen. Heating. The warm days are fading away; cool nights are close at hand. Have you settled the heating matter? Time will be all too short. Act now. Just call us and we'll call on you.—*Breen Brothers, Utica.*

PLUMBING

Modern householders are installing in their sleeping apartments and dressing chambers, dainty one-piece lavatories. If you do likewise you will be provided with the comforts of a modern home. We would like to help make your home as comfortable as possible by installing a beautiful Standard porcelain enameled lavatory. Let us tell you the cost; the price will agreeably surprise you.—*Walton, The Plumber, Camden, N. J.*

The development of our business can be traced directly to the high quality of the work. Heads and hands are used to achieve success. Competent workmen are employed on all plumbing and heating jobs and satisfaction is guaranteed. We use the highest grade materials consistent with price. All contracts are carried out according to both letter and spirit. No detail is slighted. Get our prices before placing your contract.—*Shields & Leadley, Lansing, Mich.*

Home comfort and good health depend upon sanitary plumbing. No matter what your surroundings or water supply may be we can install a system that will give you pleasure all your days. Let us tell you what it would cost for a hot water heater, a tank, bath tub, closet, lavatory, etc.—*Wm. M. Harris, Mansfield, O.*

We are in the field for job work. What have you on hand? An estimate will be cheerfully furnished and a personal call.—*L. Farr & Co., Tacoma, Wash.*

Our business is plumbing—improved plumbing. We sell and install Standard porcelain enameled plumbing fixtures, and the guaranteed excellence of these goods backed by our own reputation assures you only the best.—*J. C. Cronan Co., New Haven, Conn.*

No matter what your surroundings or water supply may be we can install a system that will give you pleasure all your days. Let us tell you what it would cost for a hot water heater, a tank, bath tub, closet, lavatory, etc. Natural gas fitting, tinning and roofing at right prices.—*Wm. M. Harris, Mansfield.*

Every lady's dressing chamber should be equipped with a dainty snow white, one-piece Standard porcelain enameled lavatory. Have you ever stopped to consider how delightfully convenient it would be to have hot and cold running water in your dressing chamber, sleeping apartment, or first floor toilet room? Its presence would afford you the high-

est degree of comfort. We will gladly quote you prices. Our plumbers are strictly competent mechanics, honest and reliable.—*Horace R. Nash, So. Norwalk.*

A dainty bathroom. Figure on your bath room fixtures with us. We can save you money. Our work is a credit to us and a source of satisfaction to our customers.—*McKeough-Danquer Plumbing Co., Utica, N. Y.*

Wait! As usual we will have the largest and finest assortment of portable gas lamps in the city. We will have a hundred or more different patterns to select from, and there will be no question about pleasing the most fastidious. We are receiving these goods daily and in the course of a week we expect to have our entire line on display. Do not purchase before inspecting our line. Watch our large show window. We also carry a full line of incandescent goods of every description.—*Stradling Plumbing & Heating Co., Utica, N. Y.*

Your plumber is responsible for the sanitary arrangements of your house, and the sanitary condition of your house is responsible in a measure for the health of your household. Protect your health, your peace of mind, by engaging the services of a plumber who knows how to give the best work and at a moderate cost.—*Langdon & Sullivan, Hartford, Conn.*

By the aid of sanitary plumbing there is no reason why your kitchen sink cannot be kept as immaculately clean as the dishes you eat from. All dangers of disease germs, vermin or foul odors are absolutely eradicated, because it can easily be cleaned and kept so. If you are building a new house or repairing an old one get into communication with us. We will give you the latest ideas, cost, etc.—*Jas. W. Hellman, Los Angeles, Cal.*

Plumbing and heating. Overflow meetings are not always joyful. When it's an overflow from the bath tub or a frozen pipe that causes the meeting of the household heads, telephone Hill & McCray, plumbers, and if the call is urgent we will send a man at once. Promptness, reliability and thoroughness are the points upon which we pride ourselves. If we attend to your plumbing it will be done right. Estimates cheerfully furnished on all new work.—*Hill & McCray, Omaha, Neb.*

PLUMBING

ELECTRICITY AND GAS

Save your eyes by using good strong light. We can tell you how to do it and the expense will be much less than the benefit if you let us do the electric wiring and furnish perfect globes, shades and fixtures.—*Fargo Electric Co., Fargo, N. D.*

Introduce gas fuel into your household; give it half a chance, and the moment you do you will have done something that you couldn't be tempted to undo. The gas fuel habit is one hard to break.—*Sacramento Electric, Gas & Railway Co., Sacramento, Cal.*

Direct action gas ranges are made of cast iron and heavy steel, the bodies are made of two thicknesses of steel with asbestos between, which retains the heat in the oven and insures long life for the range. They have no dangerous pilot light. They have adjustable valves and can be regulated by anyone to any required pressure and have many more good points that others don't have.—*Zahner Mfg. Co., Kansas City.*

Gas light has a clear quality that illuminates every object which comes within its logical radiation. It shows up all kinds of merchandise to the best advantage and brings out the colors in a way that rivals sunlight. The best light at the least cost.—*Lebanon Gas and Fuel Co., Lebanon, Pa.*

Cook with gas. The cleanest, handiest, cheapest fuel. Don't be a slave to your old kitchen stove when you can be a master of a gas range. Cooking with gas is the modern way of living—it saves money, time, worry and work. Get a gas range. Come in and let's talk it over.—*Fresno Gas Company, Fresno.*

Modern gas range. Coal and wood stoves have become obsolete on account of the drudgery, unnecessary heat and dirt connected with them. Gasoline and oil stoves are dangerous and objectionable by reason of the nasty odor emanating from them. Try the new way—the gas way—it will prove satisfactory to you. All fuel gas appliances on exhibition at our salesrooms.—*Montgomery Light & Water Power Co., Montgomery, Ala.*

Gas is a commodity, however good, that may appear so poor by reason of its application through improper or useless appliances that criticism may properly

be made if those furnishing it fail to respond to appeals made at their office to remedy existing local trouble.—*Gas Department, Trenton, N. J.*

Ironing by the simple way and in what hundreds of housewives can testify is the best way they have ever tried—is by using the electric flat-iron. Not all the houses in the city are fortunate enough to be equipped with electricity, and the occupant of those that are should enjoy all the advantages that electricity affords. One of the greatest of these is the use of the electric flat-iron. This invention makes possible the complete abandonment of the kitchen range as a means of heating flat-irons; you can use the electric flat-iron in any room in the house by simply turning on the electric current. The electric coffee percolator, price \$6, and the electric chafing dish, same price, also work on the same plan; you need only "press the button," and electricity does the work. Telephone us, and a demonstrator will call and tell you all about them. Our phone number is 1148.—*Hartford Electric Light Co., Hartford, Conn.*

Abraham Lincoln read by torch-light, studied law by the fireside in a log cabin, but that was half a century ago; times have changed, and to-day we have the electric light, available for all who desire it. At present rates everybody should be using electricity; all other methods of lighting must inevitably yield to the matchless light. It is only a question of time when every householder will use it, and every tenant will demand that his house be wired.—*The Hartford Electric Light Co., Hartford.*

It burns but three cubic feet of gas per hour at a cost of only a little bit over one-third of a cent and gives a light of from 60 to 130 candle power, according to the style of glassware used. The light is soft and well diffused. For the same expenditure it gives from three to six times as much light as an oil lamp. It is just the thing for window lighting and may be used in the decks of show windows. We sell special fixtures for this lamp with which artistic lighting effects may be obtained. It may also be attached to all regular fixtures.—*Mohawk Gas Company, Schenectady, N. Y.*

ELECTRICITY AND GAS

Does your gas burner resemble this? If so, don't complain of the quality of the gas and criticise the company, but leave your name and address at the office and we will send a representative to put on new burners without charge. If you haven't time to call, write or 'phone.—*Gas Department Public Service, Camden, N. J.*

You can do everything in cooking that you want to do with a good gas range quicker, better and with less anxiety than you can with any other method—no question about it.—*Sacramento Electric Gas & Railway Co., Sacramento.*

Why do you put off having your house fitted for gas lighting? Just see how little it costs! We fit and fixture three rooms for \$7.50, four rooms for \$8.50, five rooms for \$9.50 and additional rooms \$1.50 each. A Simplex mantle burner is furnished for each room that gives a light of one hundred candle power at a cost of one-half cent per hour. It's cheaper than kerosene oil. Give us your order now before our busy season begins.—*Ottumwa Gas, Light, Heat and Power Co., Ottumwa, Iowa.*

Use electricity for light, it is the safest, most satisfactory. No smoking-up of the ceilings. No dirty housework entailed, as is the case when other illuminants are used, requiring the cleaning of globes and the filling of oil receptacles. No waiting for light. The illumination is instantaneous. No striking of matches with resultant danger of fire from flying heads. For power it is the safest, most satisfactory. Ready for instant use. No expense when the power is not actually in use. Cleaner than any other artificial power. No firing up before, or banking fires after the day's work. It's economy commends it to general use.—*Binghamton Light, Heat & Power Co., Binghamton, N. Y.*

Electrical engineering and contracting. Don't pay double for your electric work. We are running on an independent basis. We do the best electric work in town. Our workmen are specialists in this line. See us for fans, motors, fixtures and wiring. Get your house wired. No danger when we install electric work. We repair anything in the electric line.—*The Guarantees Electrical Supply Co., Oklahoma, O. T.*

The wonder of the age—electricity—is within your reach. Electric wiring is a small expense but it should be done right. There are established rules and inspected materials for this work. Appliances of all kinds for your comfort and help. We guarantee our work

against defect and you can find us when wanted at 304 Broadway, Duncan Block.—*Fargo Electric Co., Fargo, N. D.*

A light to swear by—not at—is a genuine good electric light. Electric illumination as we supply it possesses these good points: Brilliancy, safety, convenience, economy. Oh, yes, it's cheaper in the long run than gas, kerosene or candles. We said it—we can prove it.—*Poling Electric Company, Ottumwa.*

Ironing made easy. An electric flat iron saves many weary steps from the stove to the board. The electric iron heats quickly and stays hot. No running to and from a sizzling stove; no changing irons, no smoke; no hot kitchen or laundry. Cheap, clean, convenient. Put out on free trial.—*Ottumwa Railway and Light Company, Ottumwa, Iowa.*

The proper chafing dish for evening entertainments is heated by electricity. It is cleaner—better and safer than any other kind. There is no smoke or soot—no lighting of matches—no filling of alcohol or being out of it when needed. Your chafing dish is always ready for use. Electric light in the house enables you to enjoy this and many other electrical conveniences at slight expense, and there is no other form of illumination as efficient. Considering the amount of useful light per candle power and the savings to ceilings and furniture in freedom from smudge—no other form of illumination is as economical. The reduced rates may interest you.—*Chicago Edison Company—Commonwealth Electric Company, Chicago, Ill.*

Call a halt. Make them stop a minute and look in upon you wares; every one that passes your store at night might help your profits if your windows were better lighted. The gas arc lamp gives the most of the best light for the least money.—*Detroit City Gas Co., Detroit.*

Barr's Eureka Iron is the most economical electric iron manufactured. Heats more quickly. Being covered by a special asbestos plate, it retains the heat and prevents it from reaching the hand of the operator. All other electric irons are clumsy, unsightly affairs, but the Eureka is thoroughly finished, neat and attractive, and adapted to all kinds of work.—*McCabe-Johnson Co., Spokane, Wash.*

Comfort in cooking. It's just as easy to cook in comfort with a good gas range as it is to drag along with the old-time stove—make up your mind—the rest is easy—you won't go back to the stove.—*Sacramento Electric Gas & Railway Co., Sacramento, Cal.*

Electric fans. Our first hot weather is here and we are reminded that we must purchase an electric fan, for the summer is fast approaching. Our first shipment has not arrived, but we have a few desk fans now in stock. Place your order now for delivery at any time.—*W. M. Perry Electric Co., Columbia, S. C.*

Moving day. When you move, see that your new location has a gas range kitchen. You'll feel more at home in the new place and can have much comfort at little cost. A gas range kitchen is better for both tenant and owner. The tenant gets more for his money—the owner protects his property from the wear and tear of handling kindling and ashes. Saves valuable space otherwise required for supplies of fuel and kindling and saves keeping ashes. The tenant doesn't leave a full fuel bin in one place and find an empty one the next. Fuel supplied right to the gas range, and no more is used than needed. Saves waste, ready on demand day and night. Make your home happy by getting a gas range now.—*Gas Co., St. Paul, Minn.*

When you travel, do not fail to put into your bag the little electrical conveniences to which you are accustomed at home. They will do much toward relieving discomforts of the journey and safeguard you against illness and fatigue. They can be packed in very little space and weigh lightly. These portable devices include a tiny stove weighing less than three pounds and measuring as little as 3 1-4 by 5 inches. The cup holds 1 1-2 pints of beef tea, hot water, coffee, milk or gruel—warmed or cooked in a few minutes. The electric flat iron is another great convenience. As a safeguard against sudden illness or pain, the warming pad is indispensable. In sleeper, on shipboard or at hotels these devices are easily available by attaching the cord to any lamp socket, when needed.—*The Illuminating Co., Cleveland, Ohio.*

It's matchless. You need not the trouble, dirt and danger of matches when your home is electrically lighted. It is more convenient, less costly, and far safer than the gas and match idea. Gives a much more brilliant light, too, and a far more dependable one. Your actual match saving may be trifling, but the saving of time and trouble more than compensates for any difference in cost. Besides, you get far more light and

Electric supplies. This "out o' the way store" carries a full variety of electric supplies—many articles not obtainable elsewhere at the price. When you need electric supplies come here.—*John J. Dinnan, New Haven, Conn.*

better service in every way.—*Milks Electric Co., Binghamton, N. Y.*

The faith of men. To believe, to live and let live, never losing confidence in your brother man; e'en though many of your breed prove faithless, remember there are millions who have never done you—yet. To have faith inspires faith. Experience makes us believe in genuine gas coke, for it most certainly is a fuel of quality. The best and cheapest solid fuel known.—*The Rome Gas, Electric Light & Power Co., Rome.*

If the man who smokes three five-cent cigars per day and allows his wife to cook the meals on a coal stove will stop in our stove department and see our demonstration he will either stop smoking or his wife will get her gas range. But he may still smoke and his wife may have her gas range.—*Gas Co., Wilmington, Del.*

Without light we could not see. So without light people could not see wares displayed in the windows of a business house. Electric lights make people see both the business house and what is shown in its windows, consequently more business, more profits. That makes them advertising of the highest class—the kind that sells. Let us tell you more about light fixtures.—*Fargo Electric Co., Fargo, N. D.*

In buying a gas range there is something else to consider besides the cost of the range. First, the gas it will save you; second, the money it saves you by not getting out of repair, also the time saved by its use and the satisfaction of having a range that you can depend on at all times.—*W. R. Walker, Kansas City, Mo.*

Gas light has a clear quality that illuminates every object which comes within its logical radiation. It shows up all kinds of merchandise to the best advantage and brings out the colors in a way that rivals sunlight. The best light at the least cost.—*Lebanon Gas and Fuel Co., Lebanon, Pa.*

Buzz the buzzers. We can put up call buzzers or bells in your office, connect your dinner table with the kitchen, place electric lighters on your gas burners, or do any electric work. Glad to tell you the cost. Have it done soon.—*Fargo Electric Co., Fargo, N. D.*

A breezy time at home. We still offer a fan free to anyone presenting a fan of another make equal to ours in speed and workmanship. Our fans are all of superior grade. A poor fan is worse than no fan at all.—*Electric Lighting Co., Mobile, Ala.*

The right kind. It's economy to have the right kind of burners in your home. The No. 10 shade light for reading, for dining-room and kitchen. The home light for halls, bathroom and cellar. Let us show them to you in your home. We'll adjust your burners and clean them free while we are there.—*Detroit City Gas Co., Detroit, Mich.*

It is a perplexing problem in the spring of the year to obtain enough heat from the furnace fire without getting too much. Gas heat economically overcomes this difficulty—ten or fifteen minutes' burning takes off the chill—they're portable, too.—*Gas Department, Trenton, N. J.*

New method gas ranges for natural gas. Will reduce your gas bills twenty-five per cent. Will not rust or burn out. Will bake the same on all parts of the oven bottom. Will broil or toast evenly without burning. Will not have any explosions.—*McElhone & Moloney, Lexington, Ky.*

A gas range to cook with and gas mantle burners to light with are most desirable for a well appointed home. Hundreds of Ottumwa housewives enjoy the blessings of the use of gas. Why not you? It's cheaper than gasoline to cook with, cheaper than kerosene to light with, and at your service any time, day or night. Ranges connected free.—*Ottumwa Gas Light, Heat & Power Co., Ottumwa, Iowa.*

A brilliant light can best be given by nature's own force—electricity. The light is purer, steadier, more satisfactory in every way. Everything considered, it is much more satisfactory than gas and not any costlier. Let us figure with you for the installation of a little plant for you upon your own premises.—*Milks Electric Co., Binghamton.*

One oscillating electric fan accomplishes more than four of the stationary kind. By turning from side to side on the base all parts of the room receive equal treatment and the objection of a strong draft in one direction is overcome.—*Simmons Hardware Co., St. Louis, Mo.*

Cooling breezes for sweet summer time are easily procurable. Let us install for you an electric fan. Doesn't cost so much and is a welcome factor in producing comfort. We have all styles and will gladly call on you and answer all questions.—*Peoria Electric Co., Peoria, Ill.*

The possibilities of electricity in the home. A practical demonstration Monday on the third floor. Progress takes

another step forward in this splendid display of electric appliances—of special and particular utility in the home. It's a display which every up-to-date house-keeper should not miss seeing, as it portends a new order of things in the household—a lightening of labor, and home comforts greatly increased. Each of these inventions is of present practical utility and cost a mere nothing to run. All are simplicity itself to operate. In the display are.—*T. Eaton Company, Winnipeg, Can.*

Saves trouble. Well worth while to save trouble in the daily work of the house. There's a way to save much work and worry, and yet get better results at less cost. That's the gas range way. When you use a gas range for cooking you are sure that results will be right, because there's perfect regulation of flame at the valve, and no fires to keep up. Saves worry about right results, and saves the work of handling kindling, ashes and fuel. Just a match, then turn a valve to start your fire in a gas range. A turn of the valve puts out the flame, and stops the expense, the instant you're through. A gas range kitchen is quickly cleaned and easily kept so. Saves trouble of former methods of cooking, and saves time and temper as well. New process "visible" gas range shown at salesroom, Sixth and Jackson.—*Gas Company, St. Paul.*

Do your ironing with an electric iron. There's no need to make a big fire in the range on a hot day, just to heat one little sadiron. An electric iron cuts out all that trouble and discomfort. Simply attach the cord to the light socket, turn the switch, and in about five minutes the iron is ready—hot as long as you need it. Cost? Only a fraction over 3c. an hour.—*T. Eaton & Co., Winnipeg, Can.*

Demonstration of Garland gas ranges. To-morrow and all week an expert will show you how well you can cook with a Garland gas range. Delicious cakes will be mixed and baked while you wait. No fuss. No waiting for the oven to get hot. No handling of coal. No emptying of ashes or soot—no heat wasted. Just put in the food and light the gas. There's only one trouble—the Garland doesn't use enough gas to suit some people (you can guess who!) so it isn't popular in that quarter. But we can show you that it's the finest and most economical gas range made. Try a piece of cake to-morrow, with our compliments.—*Stone, Fisher Co., Tacoma, Wash.*

ELECTRICITY AND GAS

OUR ADS

Business Manager—"And now what's the trouble?"

Irate Patron—"When I gave your man my advertisement yesterday I explicitly stipulated that it was to be run in the same column with the story of the woman suspected of murder. Instead of that it was printed right next to the report of a Sunday school convention."—Baltimore American.

Two pages of store news. Two pages on which we invite judgment. We urge you to compare every price and every quality with the best bargains to be secured elsewhere. We're content to leave it to your judgment to decide that the big store continues to be, as it always has been, the place where you can always get the same goods for less money or better goods for the same money. We are sure the offerings of this sale cannot be equaled elsewhere. Sure that this climax of bargain giving will surpass every effort of the past. We're confident every reader will be impressed with these absolutely unequalled bargain offerings.—*The Palace, Spokane, Wash.*

Instead of screaming advertisements of bargains we want to focus attention more on the store service. We're selling any number of good things below cost, but people seem to find it out without much being said. The mere statement of summer things clearing at reduced prices is evidently enough. At any rate we're busy, and have been right along. In spite of the heat salespeople keep enthusiastic. Closing at 5:30 every day is one encouragement. Closing at noon Saturday is another. The fact of selling all goods in their season is responsible for quick buying chances all over the store.—*The John Murphy Co., Ltd., Montreal.*

To-day's store news tells largely the story of comfort for summer days. The sudden spurt of the mercury last week found many unprepared for hot weather. The call came quick and strong, but with our splendid stocks we were able to meet every demand in a most satisfactory way. Not only are we ready with all the articles that will add to your comfort this summer, but our store itself is a most pleasant place for shopping. The wide aisles and high ceilings, the perfect system of ventilation, the easily reached resting rooms, the well arranged departments, the excellent store service, all point to Hengerer's as the ideal store

for the summer shopper.—*Wm. Hengerer Co., Buffalo, N. Y.*

Word-of-mouth advertising. We print the news of the store daily just as the Eagle daily prints the news of Brooklyn and the world. There are many thousands of people who read the Loeser pages carefully, too; often more carefully than they do the ordinary news pages of the paper. This sort of advertising pays a store when it sticks to the truth and when the news is worth telling. But word-of-mouth advertising is the sort that pays the best. For instance, the man of the family is persuaded to come in and buy a suit of the new kind of clothing of which we have been talking lately. If he is pleased, he talks about it—tells his friends just as he would of a horse or dog or automobile that is "all right." That's to our profit, of course. This word-of-mouth advertising is the hardest kind to get. It can't be bought. It must be earned—deserved. We are trying to deserve it in every branch of our business. We are trying to serve Brooklyn people so well that they can't help saying to friends and family: "Go to Loeser's, if you want this or that. It is the best place." The store has earned such advertising in many lines—is getting it all over Brooklyn and beyond. This season it has deserved it as never before, for this reason it is a better store than ever before. And for the future—well, we shall try to make the service even better than it is now and await the outcome without worrying.—*Fred. Loeser & Co., Brooklyn.*

We advertise the truth and do what we say we do!—*The Day Carpet and Furniture Company, Peoria, Ill.*

Modesty is a virtue. We dislike to appear egotistical, but cannot refrain from stating frankly that what we advertise we fulfill. Evidence of that is demonstrated by the active appearance of our store at all times.—*Daytons, Minneapolis, Minn.*

OUR ADS

Advertising is a mighty force in these days—and a force for good, because in the long run only a good store or a good commodity can endure the light of publicity; and, being good, the attraction of a large and growing colony of users—a clientele, if you please—enables the owners to make the desired thing or commodity better and better. The world has never been served so well as to-day. Money has never before had such buying power in securing necessities, comforts and luxuries. Advertising has been the equal partner of invention in making this true.—*McCord-Stewart Co., Atlanta, Ga.*

Advertising by this firm is reliable advertising and consequently when our first announcement of this sale was made the people fairly held their breath. The oldest residents had never seen or heard of such a matchless outpouring of values, such a host of incomparable bargains—to say “all properly smashed” is putting it mildly, indeed, for there is not a single article sold during this sale that does not represent an actual cash loss.—*Fanger's, Bay City.*

Unless the merchandise has merit, advertising is useless. The quality of our clothes sustains our advertising. Sterling values and moderate prices tell the story of our success, which is measured by the steady growth of our business from year to year. When a man buys a suit here, he becomes our friend and he, in turn, tells his friends where he bought it. This is good advertising, but only merit can develop it. Our clothes are “made right at the right price,” and bear our labels. Thus we grow. Better come here and take a look. We'll not urge you to buy—the garments will do that.—*Norton & Sons, Wilkes-Barre.*

The good people of our town know that if humor and brilliancy were sought for in Crews-Beggs store news, such search would prove chilly and disappointing. The fact is, there is only one excuse for “rushing into print” at all, and that is to tell the public facts about our store “doings” and about the new things that came, the special pricings and other items that some portion of the community is sure to be interested in. Facts—just plain, pointed facts. That being so, we never write “bargain” or “special” unless the fact is back of our representation.—*Crews & Beggs, Pueblo.*

You may come in all confidence for the things we tell about in this store bulletin. We shall never intentionally lead any patron a “wild goose chase” in taking us at our word and coming to

the store for the article advertised, only to find conditions and values wilfully or carelessly misrepresented.—*Crews & Beggs, Pueblo, Col.*

All the news not told in one advertisement.—Our advertising columns do not tell the whole story of the wonderful advantages afforded by making your purchases here. It would take too much room to do that. Our business is furnishing homes, complete or in part, and from the top to the bottom of this store, on every floor, in every department, every business day in the year, there are other bargains that you might deem as good or better than those advertised. The items selected from time to time are those which in our judgment will interest you, either from the point of novelty, quality or economy.—*The Weeks Furniture Co., Woonsocket, R. I.*

We are not content to run in ruts, but must better things each year. In more than one respect this 1908 white sale is a step ahead. You'll find the evidence all through the page.—*Field, Schlick & Co., Minneapolis, Minn.*

The large selling space at our disposal on the second floor enables us to make an advantageous display and give you ample opportunity to make suitable selections without being jostled and crowded. Numerous extra salespeople have been engaged so that all can be waited upon.—*Keeley's, Atlanta, Ga.*

“Campbell's” advertising.—The best advertisers are our customers. They are satisfied and tell others. Consequence, more new friends and new customers.—*Campbell's Clothing Corner, Montreal.*

Catchy advertisements often bring temporary results, but permanent success is achieved only in the pursuance of honest business methods, by living up to the words and letters of our advertisements, giving honest values and the best of service to our clientele. Every article mentioned below exactly as represented, every price a money-saver.—*The New Store, Tacoma, Wash.*

Filled with Promises.—Our advertising space is filled with promises. Not a promise among them but we are prepared to fulfill. Promises concerning the qualities, the styles, the prices of fresh autumn and winter goods. Promises that you should carefully read and then as carefully prove. 'Tis the constant proving of these advertised promises by our public that is steadily adding to this store's patronage; that is steadily pushing this business into a larger usefulness.—*Romer, Loret & Co., Bay City, Mich.*

OUR ADS

While the price of some of the items mentioned may be so low as to seem hardly possible, yet you may depend on finding every one just as advertised, and you'll not be disappointed when you come for them. We do not bring you down on a "wild goose chase," tell you a half hour after the sale has begun that we're "all sold out," expecting you to buy something else.—*Ducker's Corner, Joliet.*

This announcement tells such an economy story to-day as has rarely been matched. Good fortune has come our way, some by chance, much more because we went after it in a masterful, compelling way. Other news was made by a radical clean-up work in our own stocks. In all it is a presentation of special offerings that should fill this store with eager buyers all day long.—*The Wanamaker Store, New York.*

If you see it in our ad. you know we have it.—*The Fair, Muncie, Ind.*

Integrity in merchandise—integrity in our announcements—in our employees and when we fall short of this desire we invite your sincere and unreserved criticism, by which we hope to reach our ideals of perfect store keeping.—To be continued.—*Simpson, Crawford & Co., New York.*

If you see it in Scroggie's ad. you know the values are worth while coming for—even as early as 8 o'clock in the morning.—*Scroggie's, Montreal, Can.*

A page of the most remarkable spring-time store news ever chronicled in a Southern newspaper.—*Hunter, Memphis.*

We think you will find our advertisements very interesting to read, and we know you will be pleased with your purchases made at our store.—*W. M. Laubach & Son, Easton, Pa.*

You must call to see our value. See our window display show of clothing, ten big windows to admire.—*Walther Dept. Store, Bay City, Mich.*

If we could only talk personally to every woman who reads this advertisement—and tell her what we think of the good things we have for her here—every special would be gone 15 minutes after opening to-morrow morning. Whatever you do, get close to white sale and don't miss the clean-up in the suit department.—*Evans Johnson Sloane Co., Minneapolis.*

Good-by to 1906—an open hand of welcome to 1907. Monday we turn over our last announcement of store news with the satisfaction of a task well done. The

achievements of the past year have been greater than our most sanguine expectations would have led us to anticipate. But we have a higher aim in our merchandising than per cent. of increase—the past year has established a confidence in our daily announcements, a dependence in our honesty of purpose, that is more gratifying to us and valued above dollars and cents. Many years ago we learned our lesson, that it was good store keeping to advertise truthfully, to take our money to the home markets, to buy for cash and to sell for cash, and to keep only the finest grades of merchandise, and in obedience to the natural law of the survival of the fittest the Eaton stores have grown, and grown, and grown—and we expect to justify still greater progress for the year of 1907.—*The T. Eaton Co., Winnipeg, Can.*

Our advertisements tell the news of pretty china at reduced prices. Elegant assortments of fine china are reduced for Tuesday's and Wednesday's sale. The selections include a great number of very handsome and artistically worked pieces that are offered at very low prices. Do not miss these attractive collections Tuesday. To give you an idea of what they are like we list three items of the lot. The many others are just as good—come and see.—*Hudson Bay Co., Winnipeg, Can.*

Write us for anything you want that is not advertised. We pay express on all cash mail orders amounting to \$3.00. Advertisements will be changed from day to day.—*Montgomery Fair, Montgomery, Ala.*

Two small boys' blouses for the price of one. When mothers can buy their small boys two cambric shirtwaists or blouses for the price of one they will no longer complain that it's an expensive business to make them "look clean," even in the summer-time. Well, this is just about what we are offering mothers who shop here on Wednesday. Here are the particulars: 30 dozen boys' rintered cambric shirtwaists, white ground, with blue and red stripes and black and red polka dots, made with detachable stand-up turn-down collar and laundered cuffs, soft bodies, tapes at waist, sizes 11 1-2 to 14; regular price 75c. June sale price, 39c. See our ads.—*Rob't Simpson Company, Toronto, Can.*

We give careful attention to out-of-town patrons. Merchandise shipped same day as ordered and you are assured of complete satisfaction.—*Minneapolis Dry Goods Co., Minneapolis, Minn.*

OUR ADS

“OUR STORE”

Cows and shirts. Does service count? If there were two cows pastured in the same meadow, each giving milk of the same purity and richness, one cared for and milked by a farmer's wife, who was clean about herself, and particular about the cleanliness of her buckets, strainers and milk cans—the other cow receiving no care, and being milked by a slovenly maid, using carelessly rinsed buckets and cans—which cow's milk would you want to buy? If there were two stores, each selling the same white shirts at exactly the same price, one being sure that you got a comfortable fit, and the proper sleeve length, then having the shirts carefully wrapped up in a card-board protector, to save the bosoms, and sending them home in immaculate condition; the other store giving you right collar-size but body too small, and sleeves too short, wrapping the shirts in paper only, sending them home with collar bands crushed and bosoms dented—which store's shirts would you want to buy? If other things were simply equal, you know that Wanamaker service would be worth a reasonable premium, because of the care and intelligence with which the public is served and merchandise delivered. But things are not simply equal. Wanamaker merchandise is distinctly better than that of other stores. Wanamaker dollar white shirts are not matched elsewhere for less than \$1.50; and they are the criterion for a hundred other comparisons. At Wanamaker's you get more intelligently selected dry goods, more carefully made apparel, better value in addition to service which, at every point, is the most skilled and intelligent known to modern store keeping.—*John Wanamaker, New York.*

The phenomenal success of The Hub in establishing in 18 years the largest men's and boys' outfitting store in the world, plainly shows we possess the confidence of the people, and is directly attributable to the iron-clad principle of always furnishing the very best quality of goods at lower prices than prevail elsewhere. The prices we quote herewith represent special values in honor of this occasion.—*The Hub, Chicago, Ill.*

This week a world of new economy opportunities open up for you at Mitchell's, the low price store in the district of low rents and expenses. You'll be

interested in the reasons for our remarkable June underselling. Nobody has any advantage of us in buying. Unlimited cash gives us an entree into every market of the world where style and merit exist. The several stores that share with us the advantage of selling only for cash calmly make allowance for mammoth rents and mammoth top salaries when marking these goods. But this new, well-conducted cash store in the low rent district has both the will and the ability and the spirit of expediency to save the public money when we mark our goods in the marking room—save money for the great army of people of moderate means who demand dependable merchandise of latest make and fashion. This advertisement is a great commentary on buying goods in Kansas City. Read and think over how easy it is to get here and save money.—*Mitchell Dry Goods Co., Kansas City, Mo.*

Every big store nowadays must, in order to treat every one alike, stick to the rules which they adopt and to make exceptions of a few would be to break a principle that may eventually lead to the ruination of a business. “Be sure you're right then go ahead,” is what some knowing philosopher once said, and it's by far the best advice that any one can give you. Lehman & Company are right in about everything they do—they give the right quality at the right price—they give you the right sort of service, and anything unsatisfactory is always made right.—*L. Lehman & Co., Trenton.*

Your store. We call this your store for the reason that you are at liberty to come and go as you please, whether for sightseeing, rest, recreation or shopping. It is not only a mercantile establishment to make money, but to offer you every convenience in the way of little luxuries that will come to you free of charge and with no cost whatever. Wherever it has been possible we have installed such conveniences as will help you in your shopping and make more satisfaction to you on every purchase.—*Emery, Bird Thayer & Co., Kansas City, Mo.*

Stock at this store has the best chance in the world to be always stylish and seasonable—it comes and goes so fast under the pressure of our big and busy trade.—*Ingram & Bird, Sacramento, Cal.*

“OUR STORE”

A hot day—a cool store. Most people thought yesterday pretty warm. In the tea room, on the second floor, we had to keep all the twenty-two southern windows closed at the bottom—the breeze came up so strong from the ocean that it blew the napkins and bills of fare, even the spoons, from the tables. Not only is Brooklyn's coolest restaurant here, but this is Brooklyn's coolest store, the coolest place to be found, except chin deep in the ocean. Wide aisles, lofty air spaces, a perfect ventilating system and hundreds of whizzing electric fans make it comfortable to shop, no matter how high the mercury goes out of doors. Throughout the store now you will find noteworthy offerings of summer goods, which not only mean comfort and coolness, but which mean very definite economies to those who share them.—*Fredrick Loeser & Co., Brooklyn, N. Y.*

The great tables of this ample, bright and cheery part of our store will be covered with the white vestments, and prompt, courteous saleswomen will serve you. The sale will be numbered among the most important of this store's history and you should be the gainer in no uncertain sense.—*The Lewis Store, Denver, Col.*

Come to the store often, look over the different departments, ask questions about the goods, and then when you cannot come it will be easier to order by telephone. We have much to interest these days.—*Chandler & Rudd Co., Cleveland, Ohio.*

And we don't believe there is a place in town where your wants in this line can be so satisfactorily filled as at this store—the tremendous stocks and wide range of prices make the choosing easy.—*Fowler, Dick & Walker, Binghamton.*

One feature about this store—you can take plenty of time here. Life is too strenuous, anyway. Especially this weather. And when ladies come to pick out clothes for the boys we want them to take it as easy as possible. We have chairs, and tables to be seated at, and we can provide a refreshing glass of water, and you will get waited on just as well as though you rushed into a perspiration. Then there are bargains everywhere in the children's department to make things more interesting.—*Gemmill, Burnham & Co., Hartford, Conn.*

The children are always welcome in this store.—Now that the school vacations are here we desire to emphasize the cordial welcome which always awaits the children who visit this great, interesting, beautiful store. Parents are invited to

bring the little ones when they come on their shopping tours, or merely for the pleasure and delight the beautiful displays will give the children. There are a thousand things here that will interest them, and instruct them as well. That the children regard it as a rare treat to visit this store is evidenced from the many delightful surprises they find on every hand. The points of interest which are so much appreciated by older people are frequently of still greater pleasure to the children.—*Marshall Field & Co., Chicago, Ill.*

The alteration discount sale. "Bother me? Not at all," said a patron in response to the query whether the noise of saw and hammer was found disturbing. "I'd be content to shop the year 'round under similar conditions so long as I could save money at an equal rate." Working now to reduce stocks. Good store keeping demands that a new season's goods must find no old season's to compete against when they arrive. Then, too, we thought we were generous in our space allotments to the builders, who are busily engaged giving the finishing touches to the interior of The Store of Satisfaction. They don't. As it is a condition that every facility must be afforded them to complete the work by a specified time, contractions and re-arrangements of departments become imperative at each concession. You can't squeeze \$1,000.00 worth of goods into space adequate for \$500.00. You can cut stocks into half by adopting quick selling methods—by pricing every line anew. And this we are doing. No half measures prevail—the proposition of each department chief is to figure out what scale of prices will most quickly get stocks to accord with space at his command, and to price his wares accordingly. What they are doing in this direction is being recorded in our advertising from day to day.—*W. H. Scroggie, Montreal.*

Swayzee's Market is an institution of which the citizen's of Marion and Grant Counties are proud; it is one of Marion's "big stores." Our continued and constant growth for the past several years must be an indication that our business methods have been along the lines of fairness to everybody. "We want your trade."—*Swayzee's Market, Marion, Ind.*

The plentiful daylight of "The Daylight Store" is largely responsible for our greatly increased business. It makes you see the clothes—and if you see them you will surely buy them—they're irresistible.—*Reeds, Philadelphia, Pa.*

"OUR STORE"

Quality and price is the keynote of this display—that honest, dependable quality that carries with it the assurance of lasting satisfaction. Our selections are made with great care. We look below the varnish and the veneer; we search for weakness and defects, and discard every article that we believe would in any way prove unworthy, when placed to the test of actual use. It is our constant effort to place good furniture and carpets before you at the lowest possible prices consistent with the qualities offered.—*The Red Star Supply Co., Memphis, Tenn.*

Grocery buyers who want the best for the lowest possible price should not fail to visit this big wholesale and retail store to-morrow. In addition to sharing our profits with you, we guarantee every article we sell, regardless of its price. You simply can't lose. That's the way we do business, and we're always here to stand back of any statement we make in our advertisements.—*M. Quinn, Kansas City, Mo.*

The most progressive store, or the store for most progressive men—read it either way, it's true. The wonderfully increased sales indicate with certainty that hundreds more men are finding out the truth of it every week. Will you test it to-morrow or Saturday? No matter how particular you are; no matter what your attitude toward ready-made—you'll be thoroughly satisfied.—*Strawbridge & Clothier, Philadelphia.*

This store thinks for the comfort and welfare of its customers. Through its purchasing powers it gives opportunities for all to save money on the latest and most wanted goods. We sell on a close margin; we show large assortments of the best goods; we give our customers a good delivery service, with every possible comfort and convenience; we cheerfully refund money for goods that are not satisfactory. We have exchange desks located on all floors of the store at which exchanges are made without controversy. Besides all this, as an added inducement, we give free of all charge "S. & H." green trading stamps—stamps that stand for all that is good and that bring you the most beautiful premiums absolutely free of all cost.—*Lit Brothers, Philadelphia, Pa.*

One of the noteworthy points of our store is its solid reliability. People who come here in response to our printed announcements find the advantages we offer. Our high qualities, our low prices, our splendid assortments, our many conveniences—are facts, not theories. Be-

cause of the prevalence of "facts" in our establishment our customers come to us in constantly increasing numbers, and our firm adherence to facts is the best guarantee that could be offered for our merchandise.—*Columbus Dry Goods Co., Columbus, O.*

This big store is crowded with extra good values in everything that beautifies your home. We court the closest comparison as to prices and quality with any Western store and can truthfully say that nowhere in southern Colorado will you match our stock in magnitude and beauty. We furnish homes complete on easy payments, all price marks are in plain figures. Ask your neighbors about us. Satisfied customers are our best advertisement.—*The C. W. Daniels Home Furnishing Co., Pueblo,*

The wealth of beautiful goods that pours daily into this store, fresh from the mills, is amazing. Everything the newest, fresh as the verdant Spring—it fairly makes one poetical to look over this vast array. Carpets of every weave, curtains of every kind, rugs from every country on the globe, altogether make up a collection of stock never before equaled in Columbus. Mind you, all this shown in a new store, all clean and fresh from the painters and decorators. This is truly an ideal place to visit. Come to-morrow and see the beautiful new goods and take a look at the novelty curtain department.—*The Kraus, Butler & Benham Co., Columbus, O.*

"When it comes from Luger's" the name alone signifies that it is right. The style is different from the ordinary, and it is distinguishable by the fact that a certain individuality of style and composition is connected with all articles of merchandise in the store. We are selling more because we are selling cheaper, and we are selling cheaper because we are selling more. Just remember that and study this over, and you will realize how easy it is for us to even give you better quality by utilizing the methods we employ.—*Luger Furniture Co., Fargo, N. D.*

The store is full of special entertainment at this season, entertainment which the goods themselves provide. They were never before so lovely, so full of novelty, so interesting, whether you have a thought of purchase or not. For spring dress the new fabrics make varied and beautiful decorative effects and the suits and wraps and millinery give vivid and dignified portrayal of the styles for wear now and in the summer.—*Fred Loeser & Co., Brooklyn, N. Y.*

"OUR STORE"

It does not pay to be wedded to any one firm. There is too much progressiveness in these days of great happenings. The business infant of to-day is the business giant of to-morrow. Adaptability, keen foresight, lowest prices and unusual business acumen, figuratively speaking, quickly make business mountains out of mole hills.—*Red Star Supply Company, Memphis, Tenn.*

The enlargement of our store room was but an incident to the enlarging of our stocks—for, after all, it's the goods that make the store—it's the goods that people want to see and buy—not the room. And verily, this store has the goods, especially in shoes. The size and well-assorted variety of the shoe stock from which you may select here has no counterpart in Colorado and very few in the entire United States. This isn't boast—it's fact.—*White & Davis, Pueblo, Col.*

We close our store at the earliest possible moment this morning. While you are reading "The Courant" and approving our hot cross buns, perhaps you will be interested to discuss with us the grocery problem for three minutes. We've been serving you a long time, and we're trying to serve you better and better as time goes. That's one of the benefits of experience to those whose ambition to serve you well is a serious matter. We believe that the winter just closed has seen a conspicuous advance in the quality of almost all lines of provisions we sell. We have won many compliments for the quality of the Cook oranges, for the superior specimens of grape fruit that we constantly have supplied you, and our vegetable department exhibits have been characterized as "wonderful" almost every day during the season. Our bakery department is producing the most superior home-like bread, rolls, doughnuts, crullers, cream cakes, layer cakes, eclairs, and all that sort of thing, and the quantity of these goods consumed by the people of this city is more than considerable. It is a recognition of the fact that we set the word quality before everything else in our bakery department and that it is the dominating idea of the department, as it is in the other branches of our business. We make candy. We make our best mixture coffee. Probably more than one-half of those who will read this talk use it.

They know its quality. The other half will like it just as well if they try it. Besides aiming high in the matter of quality, we also make it a point in the policy of this store to render it possible for the man who wishes to econ-

omize to trade here. And we do it. We are not high-priced. We handle only goods that are good. We never lower our standard by placing in stock goods that can be sold "a bushel for a quarter." But we do carry numberless of the standard quality goods that can be sold reasonably enough for anybody in the city of Hartford. We shall advertise these goods from time to time, and give you practical demonstrations of how easy it is to economize at this great high-class grocery.—*Newton, Robertson & Co., Hartford, Conn.*

We believe that stores like this one owe something to the public beyond the mere gathering and selling of merchandise. In the old days the shopper had to have a good bit of Yankee shrewdness, had to know whether things were good or clever shams—or else she paid the penalty of buying trash. We believe that the big store of to-day has no business selling poor goods, no matter whether the buyer has discerning judgment or not. We believe it is the duty of a store to make sure its goods are worthy before they reach its counters. We have carried this principle to the extreme, perhaps. Few stores are as careful that "wool" shall mean all wool; that toilet and remedial preparations shall answer every chemical test of excellence and purity, that clothing shall be made as well inside where it doesn't show, as it is outside where it does show. These things are carried to the extreme here. Makers still tell us that we are foolishly careful; that our care is useless; that the public doesn't appreciate the difference between the best and the "almost as good"; that we might just as well take the little extra profit that comes from selling the second grade. But we know that our care is appreciated. We know that people everywhere have learned that buying here is safe; that they can depend on whatever comes from the Loeser Store; that the Loeser standard means something.—*Fred Loeser & Co., Brooklyn.*

Portland's bargain center. Every metropolis has its bargain center—the Mecca toward which the votaries of thrift and economy set their faces when on shopping bent. While other establishments may claim the honor of being this city's bargain center, it's a well-established fact in the minds of the local public that to this store that distinction is unquestionably due. We herewith append a list of specials which will add fresh luster to our fame of being the givers of best values in this city.—*Roberts Bros., Portland, Ore.*

"OUR STORE"

June, the fairest of months, is here. June is summer's girlhood, said the poet. It is beauty's season and all the world looks to new clothes. New things must be bought for summer time and vacations; there are some new styles in hats and dresses. Every year's new summer fashions seem more beautiful. Never have we shown such entrancing things as this year.—*J. N. Adam & Co., Buffalo, N. Y.*

What does "best" mean to you when stores are talked of? Best service, is it not? Best usefulness in filling your individual needs? It is along the lines of public service that this store strives to be best. We have made the building pleasant in looks. We have spent much time in working out its most convenient arrangement. We have put the best people to be had at the head of each branch of the business, and keep them up on tip toe, that every minute of every day you may depend on the best they can do. That is the keynote of the store's effort. Nothing less than the best in every line will "do." We shouldn't deserve to have and to hold the chief favor of Brooklyn people otherwise. We are holding it; we mean to.—*Fred Loeser & Co., Brooklyn, N. Y.*

A safe store to pin faith to is this. In many ways the best store because it is most reliable. It gives the best service day in and day out and year in and year out. It shows the new things earliest and very often exclusively. It shows the greatest varieties always, hunting carefully through two continents to bring the choicest and most useful here. Its prices are the lowest possible for reliable goods and it protects its patrons with a broad guarantee printed daily. It is the most liberal store in the country and means it absolutely in saying that every transaction here must carry with it your permanent satisfaction before we consider it complete. Such a store as this is surely a useful feature of the community. How wide the confidence and approval it has won is evidenced by such growth as has probably never come to any other store in the country.—*Fred Loeser & Co., Brooklyn, N. Y.*

"The store that saves you money." Drop in to-morrow and look over the pieces advertised. They are well worth looking at even if you don't want to buy. You'll not find such values in any other store in the Northwest. A great price-saving sale in every department.—*Wallblom's, St. Paul, Minn.*

The Palais Royal is the department

store where personal needs and souvenirs of Washington may always be found, reliable in quality and moderate in price. Central location—G and Eleventh streets —nearest to hotels and public buildings.—*The Palais Royal, Washington, D. C.*

Enthusiasm sometimes runs away with accuracy. The other day a Manhattan Store rather boastfully announced itself as the largest buyer and seller at retail of high grade brass bedsteads in America. Now it is pretty generally known that that is a distinction which belongs to Brooklyn—and to the Loeser Store. There are here to-day no less than 87 distinct designs of brass bedsteads—118 styles, if the different sizes are counted. They make an important feature of the February furniture sale and value-for-price they will hold their own against any offering in the country. But, after all, the question of size of purchases is perhaps of least moment. Quality and price are what count. The February furniture sale has made a record far beyond our greatest previous business, not because we bought the immense stocks which are spread over the third, fourth and fifth floors, but because the furniture itself—each individual, particular piece of it—is well made, artistic and the best value for the money that can be found anywhere. Quality and price—those with good service—have made this store the most useful in the community and, we believe, they will keep it so.—*Fred Loeser & Co., Brooklyn, N. Y.*

The greatest store and the greatest business in Brooklyn have arisen here on the foundation of public satisfaction with the best service, the best assortments and lowest prices. We never have permitted and never will permit anyone to undersell us or successfully to dispute our supremacy in any branch of our business.—*Abraham & Straus, Brooklyn, N. Y.*

The store is cool.

Figures sometimes talk. We've said that the store was cooler than your own home during these hot days. This is to show you why.

There's a big 72-inch air fan set in the rear wall, running at a speed of 238 revolutions a minute. This supplies 19,400 cubic feet of fresh air a minute. Then the whirling fans in the aisles revolve 360 times a minute, and have four blades—the usual fan does not revolve more than a hundred times a minute, and has only two blades.

Come in and enjoy some of it.—*Schipper & Block, Peoria, Ill.*

"OUR STORE"

STORE NAMES

A store for men.—*Daniel Bros., Atlanta, Ga.*

The great credit house.—*Brent's, Los Angeles, Cal.*

The big store of little prices.—*Bergeman Bros., Pueblo, Col.*

The store that saves you money.—*May & Co., Columbus, O.*

The little-at-a-time store.—*Ingram & Bird, Sacramento, Cal.*

The busy corner.—*S. Kann, Sons & Co., Washington, D. C.*

The store of the Busy Clothier.—*Swift, New Bedford, Mass.*

Tailors for good dressers.—*Brauer & Krohn, Los Angeles, Cal.*

Store of many departments.—*Davison-Paxon-Stokes Co., Atlanta, Ga.*

The new daylight store of Youngstown.—*Euwers, Youngstown, O.*

The store that made Penn avenue famous.—*Spear & Co., Pittsburg, Pa.*

The home of the stylish suit.—*The Continental Clothing House, Galesburg.*

A store where true economy can be safely practiced.—*Mandel Bros., Chicago.*

The store that keeps the prices down.—*The Golden Rule, Great Falls, Mont.*

The home of dollar-down—the house of liberality.—*F. R. Slocum Co., New Bedford, Mass.*

The gift store of Joliet.—*Feagans', Joliet, Ill.*

The better store.—*McConnell & Co., Scranton, Pa.*

The big busy trading place.—*The Potts-Clark Co., Simcoe, Ont.*

The always busy store.—*Stanley Bros., Charlottetown, P. E. I.*

The your-credit-is-good store.—*L. Schoenfeld & Sons, Tacoma, Wash.*

The dependable store.—*Goldenberg Bros., Baltimore, Md.*

"The store of quality."—*Hoffman's Toggery, Leadville, Colo.*

"That totally different store."—*Chapman & Co., New York.*

Baltimore's best store.—*Hochschild, Kohn & Co., Baltimore, Md.*

The people's store.—*Bernstein's, Pueblo, Colo.*

The home of nothing down and a lit-

tle each week.—*The Household, New Bedford, Mass.*

The right clothes store.—*Babbitt & Co., Troy, N. Y.*

The right house.—*Thomas C. Watkins, Hamilton, Ont.*

The school of style.—*The Edw. McElroy Co., New Haven Conn.*

The home of fine furniture.—*Kennedy Furniture Co., Chicago, Ill.*

The home of good goods at the lowest prices.—*Haines Bros., El Dorado, Kan.*

The store that trusts the people—the store that the people trust.—*H. H. Lampe & Co., Altoona, Pa.*

The store for you.—*Hartigans', Troy.*

The short hour house.—*Powers, Minneapolis.*

The home of dress goods.—*O'Brien's, Jersey City, N. J.*

The best goods store.—*Jos. Meyers & Sons, Salem, Ore.*

The big trustful store.—*Gately & Britton, Reading, Pa.*

The ready-to-wear center.—*A. Livingston & Sons, Bloomington, Ill.*

The home of good clothing.—*Joske Bros' Company, San Antonio, Tex.*

Chicago's permanent exposition of beautiful things.—*Marshall Field & Co., Chicago, Ill.*

A store that promotes better merchandising.—*A. Hamburger & Sons, Los Angeles, Cal.*

The enterprising, up-to-date and a-day-ahead merchandise Mecca of Columbus.—*Bond's, Columbus, O.*

The busy hardware store—the one that saves you money.—*The Phillips Cooke Hardware Co., Pueblo, Col.*

The sleepless tireless hustlers.—*The Churchill-Hemenway Co., Galesburg, Ill.*

"Greater Memphis' Greatest Store."

"The Big Store of Guthrie."

"Washington's Fastest Growing Store."

"Portsmouth's Busy Store."

"Portsmouth's Up-to-Date Store."

"In Every Detail, the Leading Retail Establishment of Brooklyn."

"Calgary's Best Store."

"Cheyenne's Big Busy Store."

"Not the Largest in the World, but the Best Store in Dubuque."

PRICES

We always suspect that certain people, in paying the price of success, manage somehow to work in the short change racket.—Puck.

Unprecedented prices.—*Mandel Brothers, Chicago, Ill.*

Price cuttings that seem almost fabulous!—*E. S. Brown Company, Fall River, Mass.*

Daniel peerless pant prices.—*H. & D. Daniel, Hartford, Conn.*

Hot prices for cold weather.—*Mase-Tussup Grocery Co., Galveston, Tex.*

Money saving prices.—*G. G. Pyle, Johnstown, Pa.*

Prices cut to a point where buying is irresistible.—*H. Eilerman & Sons, Minneapolis, Minn.*

February prices.—*Louis Beck, Lansing, Mich.*

Price surprises.—*Brown, Thompson & Co., Hartford, Conn.*

Prices sharply reduced.—*Rothenberg & Co., New York.*

Pre-inventory clearing up prices.—*The Chas. R. Hart Co., Hartford, Conn.*

Midwinter price wonders.—*H. & G. Daniel, Hartford, Conn.*

Modest and right prices rule here.—*A. Schradzki Co., Peoria, Ill.*

Prices cut to pieces.—*Boyle Hardware Co., Ogden, Utah.*

Very tempting prices.—*Willis A. Cates Co., Portland, Me.*

End of the week prices.—*Crawford's, St. Louis, Mo.*

An entire week of price slashing.—*The B. & O'Gann, Pueblo, Col.*

We've lost the exact rule for measuring price reduction, but we know that this is the deepest gash into figures we've attempted.—*The Leader, Minneapolis.*

Prices chopped in two.—*The Day Carpet & Furniture Co., Peoria, Ill.*

Radical price reduction to insure quick reduction of overplused stock.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Maximum of quality for the minimum of prices!—*Duff & Repp Furniture Co., Kansas City, Mo.*

Marked concessions in price.—*Lyon & Healy, Chicago, Ill.*

Prices shattered and shivered.—*Hart-*

man Furniture and Carpet Co., Louisville, Ky.

Ever find a \$10 bill? Well, that's just what this sale is like. At the prices we offer these suits and cloaks, it is just as good as finding half the purchase price in the pockets of the garments.—*The Bee Hive, Kansas City, Mo.*

Long coats, short prices.—*C. E. Longley Co., New Haven, Conn.*

January prices.—*The Plymouth Clothing House, Minneapolis, Minn.*

Prices take a tumble.—*J. A. Jones's, Alliance, O.*

Prices beckon to you thus.—*Romer, Lovell & Co., Bay City, Mich.*

We have turned prices topsy turvy on everything.—*A. S. Berry, Ottawa, Ill.*

Plain Prices.—All the ornaments knocked off the prices! We have been in business just six months. We have done well, better than we expected. For two weeks, plain, very plain, prices will be the rule. Plain cards in black and white prices to start with, plain reductions, plain values, plain evidences that our first semi-annual effort is going to mean money to you.—*Empire Furniture Store, Schenectady, N. Y.*

Save Your Money on the Spot, Take Your Saving Home with You, and Spend It Where You Please.—There is no string tied to The Fair's prices, no come-backs, no further reckonings. In plain figures, our prices tell the story of real economy. When you've bought, you're through, and can spend your savings for what you choose.—*The Fair, Chicago, Ill.*

Prices are quick sellers.—*N. Y. Mail Order Store, N. Y.*

Prices all cut to pieces.—*Ilten Bros. & Taage, Cedar Rapids, Iowa.*

These prices are a rare treat.—*W. F. Shelton, Jr., Kennett, Mo.*

One thing is better than our prices—our quality.—*E. M. Austin, Litchfield.*

Disastrous prices.—*W. W. Morgan Clothing Co., Kansas City, Mo.*

Assortments that are peerless, styles that are confined to us.—*Lansburgh & Bro., Washington, D. C.*

PRICES

A price revision on summer suits.—*Wm. Vogel & Son, New York.*

The manufacturers are cleaning up stocks, and when goods and styles come up to our standard, we buy and give customers the benefit of our purchases.—*Hills, McLean & Haskins, Binghamton.*

Prices on high class merchandise that tell of great value giving.—We present to-morrow the strongest list of values we have ever been able to offer—quotations that for lowness have never been equaled in this city. It is impossible to tell you how great the values really are which we are offering. Just look over some of the items in this advertisement and then remember that these are the very newest goods, the latest merchandise manufactured for this season's business; but owing to the trade and weather conditions, we are forced to sell good reliable merchandise at these special prices.—*C. R. Hawley & Co., Bay City, Mich.*

Just take another look at these prices. They are remarkably small when you consider that right now is the season when we sell most of these, and the season when by all standards of merchandising we should ask biggest prices. Compare these values with any you've seen lately. These goods are of a dependable quality—the kind we are safe in saying "Satisfaction or your money back" with every purchase.—*Jones Dry Goods Co., Kansas City, Mo.*

We need the room! We need the Money!—Next month our fall stock begins to arrive. Spring and fall goods don't mix. The spring and summer stocks must go. They must all be sold, no matter what the loss may be. Not a few articles marked down, but a store brimful of splendid goods, honestly reduced in price. Investigate these great savings. Come at once, now is the time to buy.—*Lyon Clothing Co., Portland.*

A real cut in prices.—*Friend, Pittsburgh, Pa.*

Money-saving prices.—*H. Johnson, Altoona, Pa.*

Great money-saving prices.—*Golden Rule, St. Paul, Minn.*

Exceedingly close prices.—*Burns-Barry Co., Memphis, Tenn.*

Prices badly frost-bitten.—*W. V. Snyder & Co., Newark, N. J.*

No trading stamp prices here.—*J. N. Adam & Co., Buffalo, N. Y.*

At a price that should create a sensation.—*Ehrich Bros., New York.*

Our cash prices are matchless.—*Fontaine & Anglim, Crookston, Minn.*

Underwear prices well worth heeding.—*Beadlier & Sherburne Co., Rochester.*

Prices that help your bank account.—*Schoedinger, Fearn & Co., Columbus.*

Prices on a sell-out basis that show determination.—*Boggs & Buhl, Allegheny.*

Prices which are not likely to be repeated in a lifetime.—*Frederick Losser & Co., Brooklyn, N. Y.*

"Jacobs stands between the people and high prices."—*Jacobs' Pharmacy of Montgomery, Montgomery, Ala.*

Powerful price-lowering in clothing section. Prices that savor more of "giving" than "selling."—*Clarke Brothers, Scranton, Pa.*

Originally our prices on imported garments have been so much less than other stores ask, that this will be an opportunity to buy gowns at prices never before seen in Philadelphia.—*Louis Stecher & Co., Philadelphia, Pa.*

Our story is this—we want the public to carefully study the prices in this ad., and compare them with the many others, and you will find that we realize that in order to continue to do the large volume of business we had this fall we must put the knife into prices deep, especially since so many real and more fictitious sales appear in this city, the reductions are in earnest.—*Goldstein Dept. Store, Youngstown, O.*

The extremely low prices we are naming will put these high grade couches in your home with very small cost.—*John Mullins & Sons, Jersey City, N. J.*

Price wonders!—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Quick cash prices!—*Perley T. Black & Co., Bangor, Me.*

Prices pitilessly punched!—*S. S. Cullen & Co., Ottumwa, Ia.*

Good-bye prices!—*Hunter & Hunter, Detroit, Mich.*

Unmatchable low prices!—*Armbruster's Stocking Factory, Columbus, O.*

A terrible fall in prices!—*A. E. Forbush, Alliance, Ohio.*

Prices are abominably small!—*Hale's, Los Angeles, Cal.*

Prices almost beyond belief.—*The Modern Pharmacy, Binghamton, N. Y.*

Prices at figures that will draw crowds!—*Solomon & Ruben, Pittsburg, Pa.*

Bring your pocketbook to carry home the money you save in buying here. Dollars in merchandise for dimes in cash. We please the hard-to-please, that makes them our steady patrons.—*Hannah & Lay Mer. Co., Traverse City.*

PRICES

Our prices are as low as, and in many instances much lower than similar qualities are quoted at in any of the low priced stores of the country.—*The Fair Store, Binghamton, N. Y.*

In many cases the reductions are made because the lots are small and must be closed out. Other lines are maker's samples and surplus stocks. As a rule the goods are all fresh and perfect, and no matter how low the price, each customer may be assured of receiving a worthy quality—an assurance which distinguishes this sale from all others in this class.—*The Scott Dry Goods Co., Cleveland, O.*

If you appreciate value you will have no fault to find with our prices.—*Cochenthaler, Montreal, Can.*

Savings of a degree and number to interest every lover of quality and economy will be afforded Denver citizens. Consider well all that this occasion reveals. Do not have to reprove yourself for neglected opportunity but bend to the oar.—*The Lewis Store, Denver.*

Five days of sensational cut prices. Forced to unload and thousands of articles slashed to the lowest notch because we must reduce stocks before inventory and we've made prices that will do it. From basement to roof—in every nook and corner there's bargains galore to stir you to the greatest kind of buying. Every price at the bottom—just compare—all other sales outdone. Price for price we undersell them all—for we make reductions that are real reductions. No half way price cuts at this sale—for we've started out to do the biggest week's business in our career, and if bargains ever brought crowds there'll be the greatest kind of a store crowding here every day this week.—*L. H. Guldman, Denver, Col.*

Now is the time. You who have been waiting for a general reduction of prices, here is your chance.—*Patter-Whitshill Co., Muncie, Ind.*

A great big cut in our children's department. You will save money by calling to-day, honest goods for little money.—*Henry Klaholt, Springfield, Ill.*

Here's an event that will gladden women's hearts, for it represents an exceptional opportunity to buy handsome separate skirts in both dress and walking styles at small cost—the quality of materials and tailoring being superior to any that these greatly reduced prices ever purchased before. There's a splendid variety of them at all prices quoted, but we would advise you to come early, for such value-giving as this is short-lived. Yesterday morning ushered

in the event. Come to-day.—*Sage, Allen & Co., Hartford, Conn.*

It is customary—perhaps everywhere but at Macy's—to give discounts or inside prices to tailors and dressmakers, discriminating against the patron who buys only occasionally to supply her own needs. The system obviously has its faults, and it is still further weakened by the fact that our regular prices are usually lower than the "inside" prices met with elsewhere. That we supply large numbers of tailors and dressmakers—who get no discounts or commissions here—is evidence supporting our assertion.—*Macy's, New York, N. Y.*

Prices are, after all, a second consideration to many. The great strength and remarkable growth of the Palais Royal's toilet department is due mainly to the entire absence of unreliable articles and the certainty one has of finding all of the world's best productions here. Incidentally prices average 33 per cent. less than drug store quotations.—*The Palais Royal, Washington, D. C.*

A backward season.—Cause of terrific reductions. Every department teems with a big stock which was bought with the expectation of a large and early spring trade, but the weather conditions retarded business to such an extent as has left us with more goods than we should have at this time. We expect to make to-morrow a big day in the history of this big store. To do it we have resorted to emphatic price reductions.—*The Capitol, Columbus, O.*

Prices all topsy-turvy on account of remodeling.—*P. H. Bergman & Co., Peoria, Ill.*

A great sale starts to-morrow in which the special prices on thousands of pieces and sets bear little relation to actual retail value. Large preparations have been made, and the entire field is comprehensively covered; the new and improved department is fairly overflowing with extra values. In connection with our many special purchases below usual prices, we offer numerous lots of desirable goods on hand at great reductions.—*Strawbridge & Clothier, Philadelphia, Pa.*

Investigation will develop the fact that the prices quoted herewith have been figured in every instance considerably less than 20 per cent.—*Arkansas Carpet and Furniture Co., Little Rock, Ark.*

We have gone through our stock and put the knife deep into the price of each item, which is bound to make quick selling.—*Cartwright's, San Bernardino.*

PRICES

Our prices need no advertising. Everybody knows how low they are.—*James Butler, New York.*

The knife will go into the prices on our entire stock, nothing reserved. All goods will be sold at a great sacrifice, cost not considered.—*John Leith, Bay City, Mich.*

Friday our great 51st anniversary sale will have reached its climax in the suit and coat sections. Low prices have prevailed during the past two weeks, but these Friday prices are the lowest.—*Pettis Dry Goods Store, Indianapolis.*

One attraction treads on the heels of another in this section, so fast do they follow. This time it's the season's swell-est autumn suits priced as you seldom see them priced at the season's ending. Our unequaled buying facilities, in conjunction with a fortunate trade circumstance, has made this remarkable offer possible.—*The May Co., St. Louis, Mo.*

We have them in all their manly and womanly beauty. Shoes, fine American shoes, for all occasions—street shoes, office shoes, dress shoes, and that name Browning on every pair is the stamp of genuine satisfaction and approval. When this store talks shoes the public listens—the proof of our words are found in the comfort, style, lasting service and finish of our shoes at the prices we charge when compared with the shoes and prices of any other house.—*Brown-ing's, Columbus, Ohio.*

There's scarcely a woman comes into our store and examines our stock and prices that doesn't express her pleasure at having found a place where the really desirable grades of garments may be had at such low prices and that, too, without having to wade through heaps of inferior stuff to get what she wants.—*Louis Slecker & Co., Philadelphia.*

Cast your eye over these: There are good saving opportunities in every one.—*Gifford & Co., New Bedford, Mass.*

The price part, after the details of selection and decision are all over, you will find most gratifying.—*York, Pa.*

Come one. Come all. And buy as liberally as your purse will permit. Tonight's sale consists of.—*Hills, McLean & Haskins, Binghamton, N. Y.*

This present movement presents one of the finest collections of quadruple plated hollow-ware that we have ever offered under-price. The beauty of the designs, the seemingly unlimited variety and the completeness of the assortment of pieces, together with the remarkably low prices, make a store feature that

housekeepers will appreciate the moment they see the display.—*Wanamaker, New York, N. Y.*

For our 213th Bargain Friday we will offer the greatest values of the season. Never did our store better deserve the name, "The Home of Good Values," for splendid values are everywhere in merchandise of seasonable interest—assortments that far excel those elsewhere. Friday's prices on the newest of autumn and winter merchandise suggest genuine economy—the economy that pays where there is unquestioned quality. It has and will always be our greatest aim to have our customers feel that they can come to this store with perfect assurance of finding at all times the greatest variety of the most desirable merchandise in every section, and that for the same and better qualities our prices are always the lowest.—*Roberts Bros., Portland, Ore.*

We make an emphatic demonstration of the power of extraordinary bargain prices on merchandise that is in season, and which is necessary to every person and in every household. No value pretense, but the actual giving of good goods at prices lower than those quoted by any other house for the same grades.—*The 14th Street Store, New York.*

The store is ready as never before to supply your every need for the coming season. Assortments are broader and better. Styles have been more carefully chosen in obedience to fashion's mandates. Qualities have been critically selected for their dependability. Prices have been marked on a narrow margin—of profit—the lowest possible.—*The Minneapolis Dry Goods Co., Minneapolis.*

Here's why!—contracts for these goods were placed long ago—the low prices that prevailed then and the extra discounts on our immense spot-cash orders, places us in a position now, in the face of higher quotations on all these goods, to offer you bargains in bed necessities never before equaled this early in the season by any concern in Marion. A complete stock of unquestionable qualities from the most noted American manufacturers, priced at a substantial saving to you. A most excellent opportunity—don't miss it.—*A. C. Barley & Co., Marion, Ind.*

There is real economy in the way we mark these garments. Our prices are incomparably low, our stock is one of the largest and best in America—an advance showing quite unusual so early in the season.—*Lit Bros., Philadelphia, Pa.*

PRICES

It seems a contradiction to good sense to say that we reduce prices right at the opening of the season, but nevertheless that is just what we are doing in this hustling young store. We are reducing the prices because we bought these garments at reduced prices and can afford to sell them for less than any regular buying store in this entire country.—*Jones Dry Goods Co., Kansas City.*

No matter how low the prices advertised by others, you may depend upon our prices being lower. Our reputation for underselling all others we sustain by as much price cutting as may be necessary. Very frequently our regular prices are lower than the special prices advertised by others. Notable instances of this continued underselling will be found by comparing Macy's prices with those quoted elsewhere.—*Macy's, New York, N. Y.*

It is seldom, indeed, that such handsome specimens take on the moderate prices that accompany these. The careful selections made by our experts, coupled with most advantageous buying, are accountable for this rare assortment of Oriental rugs being so moderately priced.—*Bloomingdale's, New York.*

This apparel is what the Model carried over from last year that we want to close out. We have reduced the prices to less than what the garments cost Kemper & Paxton. We still have plenty of those skirt and suit bargains which were on sale the early part of this week. In addition we have thrown in a big line of children's cloaks that are especially low priced for rapid clearance. We want you to read this list from end to end, because you will find savings and values that have not been equaled before.—*Jones Dry Goods Co., Topeka, Kan.*

Prices are remarkably low, even for our January sale—this year we bought as never before—prices reached the lowest ebb. In looking over the garments you will be surprised at the thorough goodness of materials, trimmings and workmanship, considering the extreme lowness of the prices. This sale will demonstrate as never before, that time and money are mis-spent in buying materials and making the garments in the home. Remember—January sale prices are the lowest of the entire year.—*Dayton's, Minneapolis, Minn.*

Prices border on sensational! Fresh, crisp underwear at most attractive prices ever quoted. Exquisite undermuslins at about cost of materials.—*J. M. High Co., Atlanta, Ga.*

The stocks are all fresh and new, just

opened for this sale, and they were bought at prices which enable us to offer them to you at very low figures, considering the excellent quality of the goods—*Donaldson's, Minneapolis, Minn.*

Sacrifice prices.—*Clucker's Clothing Store, Kenton, O.*

Wilderness of low prices.—*Symon's, Butte, Mont.*

Profitless prices.—*James McLean's Store, York, Pa.*

Price-slashing sale!—*Z. C. M. I., Salt Lake City, Utah.*

Hurry-up prices.—*Morris Gross Co., Tacoma, Wash.*

Priced for a modest purse!—*Bernheimer's, Kansas City, Mo.*

Reliable goods reasonably priced!—*Myers Bros., Williamsport, Pa.*

Another explosion of prices!—*The Ed. Malliey Co., New Haven, Conn.*

Our scalping knife is almost worn to the heft!—*Crawford's, St. Louis, Mo.*

Just a windfall, that's all. Prices blown away.—*Hackett, Carhart & Co., New York.*

Prices that insure your pocketbook against a vacuum!—*The Satisfactory, Saginaw, Mich.*

Tremendous possibilities for money-saving!—*McCurdy & Norwell Co., Rochester, N. Y.*

Prices, quantities and qualities overshadowed!—*Frederick Loeser & Co., Brooklyn, N. Y.*

Prices that make it wise for you to anticipate future wants!—*Hanan-Matthewson Co., Cleveland, O.*

Prices that appeal to the money-saving instincts of the thrifty!—*J. N. Adam & Co., Buffalo, N. Y.*

Prices on strictly summer goods go down as the mercury climbs upward!—*Stewart & Co., Baltimore, Md.*

Down goes the price and away go the profits and a slice of the cost!—*The Palace Clothing Co., Kansas City, Mo.*

Absurd prices.—*Bradley's, Bangor.*

Amazing prices.—*Joseph Horn Co., Pittsburgh, Pa.*

Price temptations.—*McWhirr's Emporium, Fall River, Mass.*

Tumble-down prices.—*Wm. Hahn & Co., Washington, D. C.*

Below zero prices.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Sensationally priced.—*The Denver Dry Goods Co., Denver, Col.*

Prices that talk.—*Paul Lowenthal Dry Goods Co., Waco, Tex.*

PRICES

Ruthless price cuttings.—*Hamburger's, Los Angeles, Cal.*

Dollars do double duty here.—*Miller's, Kenton, O.*

Prices cut to the lowest notch.—“*The Fair, Muncie, Ind.*

Heroic price cutting.—*Columbus Dry Goods Co., Columbus, O.*

Dollar stretching prices.—*Pike & Macdon, Utica, N. Y.*

Prices blown to pieces.—*Wood Bros. & Co., Chicago, Ill.*

Some intensely interesting underpricings.—*Jones Dry Goods Co., Kansas City, Mo.*

Prices are radically at variance with the values.—*Joel Gutman & Co., Baltimore, Md.*

A rare and captivating collection of splendid qualities and bargain prices.—*Adams Dry Goods Co., New York.*

Smart things in furnishings priced to suit slender purses.—*Heavenrich Bros. & Co., Saginaw, Mich.*

These prices will spur housekeepers to such active buying that many will be gone in a jiffy.—*Stewart & Co., Baltimore, Md.*

Prices that will bind you more closely than ever to the trading center of the masses.—*The Bailey Co., Cleveland, O.*

Astoundingly small prices.—*Macy's, New York.*

Trifling prices.—*Joseph Horne Co., Pittsburgh, Pa.*

Absurdly low prices.—*The Economy, Goshen, Ind.*

Price lessened.—*The Boston Store, Milwaukee, Wis.*

Helpfully priced.—*A. Edmondson, Morecambe, Eng.*

Prices are ruined.—*Edmondson-Perrine Co., Pittsburgh, Pa.*

Labor saving prices.—*Fitzgerald Dry Goods Co., Peoria, Ill.*

Prices cut and slashed.—*The Paris, Salt Lake City, Utah.*

Boldest price cutting.—*The Kleinhaus Co., Buffalo, N. Y.*

Profitless prices prevail.—*W. A. McNaughton Co., Muncie, Ind.*

Friend-winning prices.—*Goodfellow's, Minneapolis, Minn.*

Prices fairly astounding.—*Schelesinger & Mayer, Chicago, Ill.*

Unmerciful price reductions.—*Hahne & Co., Newark, N. J.*

Additional bargain prices.—*Robert Wright & Co., Brockville, Ont.*

Crowd bringing prices.—*The Boston Store, Worcester, Mass.*

Emptying-out prices.—*Jones Dry Goods Co., Kansas City, Mo.*

Prices are slashed right in two.—*A. L. Nichols, Fall River, Mass.*

September price economies.—*The Scott Dry Goods Co., Cleveland, O.*

Prices that will astonish you.—*H. C. Wendland & Co., Bay City, Mich.*

Stock's price wrecked.—*The A. T. Lewis & Son Dry Goods Co., Denver.*

The zenith has been reached in price cutting.—*Hamburger's, Los Angeles.*

This sale cuts the very life out of prices.—*Family Shoe Store, Washington.*

Prices that will keep you cool, even this hot weather.—*People's Furniture Store, Des Moines, Ia.*

Prices have shrunk to a mere insignificance.—*The N. P. Nelson Co., Galesburg.*

Now comes stock-taking.—You know what that means. All stocks must be carefully and judiciously reduced before the semi-annual balance sheet is rendered. What is the consequence?

Half-price is still the magnet. But every day sees the gaps in the sizes widen; the variety grow less. This is one of those sales you want to attend without delay. Buy, and you'll be glad you did; delay, and you'll regret it.—*Saks & Company, Indianapolis, Ind.*

Lee-way prices.—*S. S. Lee, Trenton.*

Quick-march prices.—*Seigel-Cooper Co., New York.*

A cold cut in prices.—*Grunder & Watson, Minerva, O.*

Deeply slashed prices.—*Solomon & Ruben, Pittsburgh, Pa.*

Equalizing prices.—*The David C. Beggs Co., Cleveland, O.*

Prices are amazing.—*Hudson Bay Stores, Vancouver, B. C.*

Price surrender in all goods.—*Longley's, New Haven, Conn.*

Prices that'll tempt slim purses.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

No prices in the city so utterly remarkable.—*Hale's, Los Angeles, Cal.*

Tremendous price cuts!—*The Metropolitan Dry Goods Co., Saginaw, Mich.*

Cutting—slashing—smashing prices.—*A. Livingston & Sons, Burlington, Ia.*

Shelf emptying and counter clearing prices.—*Boggs & Buhl, Pittsburgh, Pa.*

The mark-down man has made havoc with prices.—*Oliver Rothert, Altoona.*

Prices slashed from end to end.—*The Paris Millinery Co., Salt Lake City.*

PRICES

Little escapes the terrible onslaught of the price cutter.—*Fisher's, Trenton.*

A price fact which needs no argument.—*Jones Dry Goods Co., Kansas City.*

Fragmentary ends at fragmentary prices.—*English Woolen Mills Co., Detroit, Mich.*

Prices "top-side, down-side," as the Chinaman says.—*J. R. Libby Co., Portland, Me.*

Here is where we have cut the jugular vein of prices.—*Petts, Colorado Springs, Colo.*

We are pushing down prices to push up business.—*MacCarthy Tailoring Co., Omaha, Neb.*

We have cut prices in a manner that will save you enormously.—*John J. Collier, Scranton, Pa.*

Low prices entrenched behind values par excellence.—*The Scott Dry Goods Co., Cleveland, O.*

We just put a price on everything that moves it; and in a hurry, too.—*Robbins & Paddon, Utica, N. Y.*

If prices are "the magnets of trade" our store will certainly be filled to overflowing.—*L. F. Beach & Co., Joliet, Ill.*

A record-breaker for stupendous cutting and slashing of prices.—*The Paris Millinery Co., Salt Lake City, Utah.*

Business on the increase; prices on the decrease.—*The Metropolitan D. G. Co., Saginaw, Mich.*

Price reductions like snow in the summer sunshine. Every department has its full share of bargain offerings at matchless low prices, and, as usual, all goods put forward are right up to date in every particular.—*Globe Warehouse, Scranton, Pa.*

Sliced prices.—*Geo. Watson & Co., Newark, N. J.*

Greatly lessened prices.—*Hecht's, Washington, D. C.*

Prices that shriek economy.—*Armbruster's, Columbus, O.*

Popular prices rule throughout.—*Bernheimer's, Kansas City, Mo.*

The power of price is paramount.—*Ludwig Baumann & Co., New York.*

Luxury in dress without luxury prices.—*Smith & Ennis, Los Angeles, Cal.*

Tempting persuasive prices.—*A. Hemway & Sons, Colorado Springs, Colo.*

Prices that tell the story better than arguments.—*Kaufman's, Pittsburg.*

Every price has been pruned to a point that means business.—*Scroggie's, Montreal, Can.*

February price reductions which may read like fiction, but are positive facts.—*Barnard, Summer & Putnam Co., Worcester, Mass.*

These prices leave you something for something else.—*Golden Ball Dry Goods & Shoe House, Cohoes, N. Y.*

Low price inducements, unless coupled with reliability and sterling worth, are of little interest to the prudent buyer, but standard grade articles priced on a bargain basis, such as we now quote, are extremely gratifying—immense assortments and the lowest prices, make this store "headquarters" for everything pertaining to winter merchandise.—*The Williams & Rogers Co., Cleveland.*

All the small lots and broken assortments have been gathered together for a grand final sweep-up. It is not a question of price or value now. We are going to move some thousands of articles out, and if one price won't do it a lower price will. The unprecedented success of the sale so far shows how great the bargains are. This Friday and Saturday will see still greater. Prices hold for both days. Women who would profit most will find it good policy to come here and stay all day—for many of the best values in the sale, being too small to advertise, are thrown out upon tables; these are changed almost hourly, only to be replaced by something different. Mail orders will be filled while lots hold out.—*Ehrich Bros., New York, N. Y.*

This week we have prepared a feast of low prices for our customers. The quality is the same high grade they know so well, but we have squeezed all the profits out of the prices and cut them down to cost. Here are a few of the specials for the next three days, which will delight all housekeepers who believe in saving money.—*James Butler, New York.*

On Monday our basement store again took front position as the storm center for underprice offerings in New York city. With added space and new determination that this should be the most striking example of what a great store could do in the way of daily bargain displays, the store was filled to overflowing all day long. Yesterday the enthusiasm was continued, and to-day an array of new offerings is presented that will attract thousands of the readers of to-day's news.—*John Wanamaker, New York.*

As for prices, did you ever hear of one too high in this store?—*C. F. Wing, New Bedford, Mass.*

PRICES

CASH

Rinks—"Is your grocer in the trust?"

Jinks—"Yes, but it doesn't affect me."

Rinks—"No?"

Jinks—"No; I have to pay cash."—Baltimore American.

It pays to pay cash.—*Oliver-Finnis Co., Little Rock, Ark.*

You can afford to pay carfare to visit the store where cash talks.—*Green Front Market, Altoona, Pa.*

We buy for cash. We sell for cash—don't have any debts to make up.—*Jones Dry Goods Co., Kansas City, Mo.*

Business is business, and can best be done to the advantage of dealer and consumer on a cash basis. We want your good will and co-operation.

Don't ask for credit. It is unpleasant for us to refuse. You want proper attention and value for cash. We propose to offer all we can. Shade prices whenever possible, and offer every inducement to secure your trade pleasantly. Will take due bills as cash, but under no consideration will we allow credit or banting in prices.—*Henry Carter, Simcos, Ont.*

Where cash wins.—*J. N. Zurlinden, Kenton, O.*

We sell for cash, which means no bad debts, which means lowest prices.—*J. H. Batton, San Bernardino, Cal.*

Cash buys big values in our furniture and house-outfitting store. Cash always commands the biggest bargain. It always gets the richest value. Every day you see proof of this. We go into the market with money to plank down for what we buy. We can crowd the price down to its lowest notch. When we sell we get cash to go out and buy more big values. When we get cash we do not have to lose by bad debts or for the keeping up of an expensive credit department. That's why your cash is better here; that's why we can afford to make the low prices we do. Read the news of values below, it will pay you.—*Jones Dry Goods Co., Kansas City, Mo.*

Just for Saturday, and for cash.—*Carroll Market, Ottumwa, Iowa.*

It's cash that talks in buying meats.—*The Acme Cash Market, Binghamton.*

A credit merchant carries two stocks of goods: One in the store; the other scattered among his credit customers.

Carrying customers on the books increases the cost of doing business. It's one of the things that compel merchants to get high prices from those who pay.

Why don't you pay cash and be independent? Trade where prices are figured on a spot cash basis.—*The New York Racket, Salem, Ore.*

It Pays to Pay Cash at a Cash Store.—Our prices are positively the lowest in Pueblo. Our business this month surpasses that of any previous month since we opened. The reason is simply that in times when economy becomes necessary, trade inclines toward the store that gives the best values for the money. Having always sold for cash, we don't have to add anything to our prices to make up for losses occasioned by poor credits. This means a real substantial saving to every customer—and you'll find it so. Come and prove us. You'll find good values, even beyond your expectations.—*Bernstein's, Pueblo, Cal.*

We invite cash buyers to take advantage of our determination to still increase our Woonsocket business and defy any attempt to equal our cut prices by any of the venders giving prize packages with sticky wares.—*Rogans, Woonsocket, R. I.*

From a credit to a cash basis. We pay cash for our goods and get the benefit of the cash discount. We sell them for cash and give you the benefit of this discount. We find that by carrying on a strictly cash business we can give our customers better goods for less money than we can by the credit system. That is the reason for the change. Judging by the crowds which visit our store daily this move on our part has met with hearty approval.—*York Bargain King, York, Pa.*

The power of the Macy cash system in creating matchless economies was never illustrated more convincingly. The interest caused by these sales is unprecedented. Practically every department in this great store contributes special values from stocks worth in the aggregate \$8,000,000.—*Macy's, New York, N. Y.*

CASH

The Dry Goods Economist says: "No man who has understanding sufficient to carry him through the first proposition of Euclid can question the contention that the merchant who sells for cash can be content with smaller margins than one who credits." If not, why, may we ask, is so much emphasis in current publicity laid upon the spot cash feature of various fortunate purchases? If the public can buy to as good advantage on a credit basis, how does it happen that the merchant cannot? If either could, surely both could, but, of course, neither can and neither does. We sell strictly for cash and are content with little profits.—*The Big Cash Store, St. Thomas, Ont.*

We sell for cash, give no discounts and pay no commissions. Our low prices are historical. The depositors' account department was organized as a convenience for our patrons—one affording every advantage of a credit system and none of its drawbacks. Deposit a sum of money—large or small—make purchases in the usual way and have them referred to the account for payment. Monthly statements, showing the condition of the account, will be mailed to you. Interest at the rate of four per cent., compounded every three months, will be allowed on your daily balance. Your deposits cannot be drawn against by check for expenditures made outside of the store, as we do no banking business; but any or all of it can be withdrawn at any time.—*Macy's, New York.*

Cash.—It is the cash that talks. If you have the money, we have the goods. We know we can save you 20 to 30 per cent. on your investment.—*Nickle-Plate Grocery Company, Alliance, O.*

Cash! Cash!! Cash!!!—Cash is the only lever which can move any goods out of our house from this date on until we give further notice.—*Geltz, Mansfield.*

When you pay cash you're entitled to the savings in cash, and get them here, too. Any item here or any item in the store will prove our prices lowest.—*Boston Store, Chicago, Ill.*

Saves you all the dealers' profit. We sell for cash only, which enables us to make our astonishingly low prices, as we have no bad accounts or excessive selling expenses to add to our costs.—*The Gold Coin Stove Co., Troy, N. Y.*

When you aim to pay cash, come here and save the difference in price.—*The Bee Hive, Charlotte, N. C.*

Buying for cash, selling for cash, energy, truth and capacity are the living

principles responsible for the marvelous growth of business at this genuine, dyed in the wool "cash" dry goods store. Bay City "Cash" Dry Goods Co. is our trade mark. It means something. It stands for "cash" in both buying and selling. It stands for first quality, high grade, stylish and satisfactory merchandise at the lowest "cash" selling prices. It means all these things to the store. It means all these things and more to our customers. This store's policy is buy cheap, sell cheap and satisfy.—*Bay City "Cash" Dry Goods Co., Bay City, Mich.*

Buying for Spot Cash and saving the Profit-Sharing Coupons is just like placing money in the bank. The customers of this store always have that sense of satisfaction at having something laid aside for a "rainy day." The Profit-Sharing Coupons enable them to furnish their homes without cost, and the difference between our small profit prices and what they are forced to pay elsewhere means a snug little bank account.

Buying for cash, selling for cash—energy, truth, enterprise and modern methods, are the living principles responsible for the marvelous growth of business at this reliable "dyed-in-the-wool" cash store. We buy in enormous quantities direct from the manufacturers and sell first-class merchandise at the closest possible margin of profit. In buying here you are not paying the middlemen a profit because all our goods come direct from the largest makers and producers. Our shrewd, wide-awake buyers never close their eyes when the public's interests are at stake. Their one aim and purpose is to gain the biggest possible price concessions that ready cash, constant attention and tactful manœuvring can secure. In buying of us you are absolutely certain that the merchandise will be first-class. Anything proving unsatisfactory will be willingly exchanged or money refunded without question.—*Clarke Bros., Scranton, Pa.*

Do you want the best for the smallest cash price? If so "The People's Store" must be your watchword, and if you are a stranger in the city a visit to this store Tuesday will prove to you the truth of our claim, viz.: "We sell the best, yet the price is small." We buy and sell for cash only. That's why.—*People's Store Co., Tacoma, Wash.*

Installment dealers can't compete with our low cash prices and live. They have elaborate and expensive collection systems and their court and lawyer's fees are large items.—*The Excelsior Clothing Co., Binghamton, N. Y.*

CASH

The Stone, Fisher & Lane stores do business on a cash basis. And, after all, that's the right way—for who was it said in the senate: "Gentlemen, I have found it—the philosopher's stone that turns everything to gold—it's pay as you go!"—*Stone, Fisher & Lane, Tacoma, Wash.*

Our cash plan and economical business methods make it possible for us to sell goods at a smaller margin of profit than "regular stores." That's why we give you better goods for the money than you can find elsewhere.—*E. T. Barnes, Salem, Oregon.*

Debt will knock you out. We are steering this business to increasing success on the rational, riskless cash basis. Don't buy on credit. Little debts multiply with marvelous rapidity, and before you can realize their aggregate magnitude they assume the immensity of a mountain. And how they burden and depress and take all the snap out of business and all the flavor out of life!—*McCord-Stewart Co., Atlanta, Ga.*

That's what you are entitled to at the Halpert & Jacobs' store—a running account—a charge account—it's all the same. Instead of paying cash, you open an account, settle your bill in divided amounts instead of in a lump sum. There is no mystery about this plan—no unfairness—the splendid success of the plan stands as proof conclusive. Would this modern plan of carrying accounts have gained such a triumph in two years otherwise? The minute you open an account with us you have the goods—you enjoy their use at the time when you need them most. As you are paying a little right along, your account keeps growing less. You don't mind the outlay, because of the small, divided payments—and you are dressed comfortably and fashionably, too. Either cash or credit are yours at cash prices—either way price and quality are just the same, you can depend upon it. Which way is the easier for you?—*Halpert & Jacobs, Binghamton, N. Y.*

"The way to wealth, if you desire it, is as plain as the way to market."—Benjamin Franklin. Watch your expenditures! Know how much you spend and for what you spend it. This information comes to you once a month—in compact, detailed form—if you avail yourself of the conveniences, advantages and economies of Macy's depositors' account department. You have all the conveniences of any credit system, without any credit system faults. You enjoy all the economies of Macy's cash system—and you get 4% interest on your daily balance, compounded every three months. Every penny and every dollar earns interest for you daily until withdrawn. You may deposit as much or as little as you care to and have your purchases referred to the account for payment. There is no waiting at the counter for change when on a shopping trip. Every month we will send you a detailed statement showing what you have bought and how much money remains on deposit. While your deposit cannot be drawn against by check for expenditures made outside of the store, you are privileged to withdraw any or all of it at a moment's notice. Macy's is a strictly cash store. It grants no concessions that all may not share, and it treats alike the million and the millionaire. You know that no store can sell goods as cheaply as a cash store. (No argument is required to prove that the customer must pay the store's expenses, including its bad debts—its premium devices, its trading stamps and all other schemes.) Thousands have opened deposit accounts with us, realizing the value of this "up-to-the-times" saving method. We urge you to give it a trial.—*Macy's, New York, N. Y.*

Quality, seasonable merchandise in large quantities at prices that have gained us fame, as "The Always Busy Store," "Givers of Best Values," "House of the People," "Cash" buying and "Cash" selling, is the secret of our supremacy.—*Bay City Cash Dry Goods Co., Bay City, Mich.*

CASH

CREDIT

Quite the Thing—"That's a queer design you have in the corner of your billheads," said Slopay.
"It's merely a little flower," replied the tailor.
"Think that's appropriate?"
"Well, yes; it's a forget-me-not."—Philadelphia Press.

Credit makes the buying easy, for it breaks up the payments into convenient amounts—arranged to suit your income. Our prices are marked in plain figures, and are as low as the lowest cash prices elsewhere.—*Peter Grogan, Washington, D. C.*

You have the real thing when you get our easiest-on-earth credit. Your name once on our books means this is your home. You can get anything you need here in home furnishings and your name good on our books for a lifetime. Your best interests are served here, for we give you the square treatment that will bring you back.—*People's Credit Co., Rochester, N. Y.*

It's Brent's.—In so many, many ways Brent's can best help you. Firstly, the Brent credit system is easiest of all. A man can buy more furniture with less money at Brent's and take longer to pay for it. Secondly, at Brent's one finds the biggest variety to select from. The average credit house could be tucked away in one corner of the big Brent building—that's not said boastfully, but to give an idea of what a great place the great credit house is.—*Brent's, Los Angeles, Cal.*

Forethoughtful people will buy for all needs, for these prices on credit are lower than anybody's cash prices.—*W. H. Keech Co., Pittsburg, Pa.*

Don't be held up by serfdom of old credit giving ways. Come here. We charge you right and trust you. We do not charge extra prices. Just make your selection and tell the salesman to charge it.—*Union Credit House, Fall River.*

Under our easiest in the world credit system you can have as nice a home as the rich and well-to-do. The people are "growing wiser as they grow older," and most everybody furnishes their home on this up-to-date plan. It's only a question of getting the best prices, best terms, best values and best treatment, and people who are posted, their tracks lead to *The People's Credit Co., Rochester, N. Y.*

Credit is free! What does that mean? Simply that you can furnish your entire house with every convenience for a few dollars. It means that if there is anything lacking in your home—whether in parlor, dining-room, bedroom or kitchen—you can get it now and have the pleasure of using it while you are paying for it at your own convenience. We make our terms delightfully easy and no matter how small your earnings we will make the terms to suit your income.—*The Weeks Furniture Co., Woonsocket.*

Special offer to the young folks. Those who contemplate matrimony don't need much beyond the cost of the license, if they trust the furnishing of the home to us.—*St. Louis House Furnishing Co., St. Louis, Mo.*

Better than a bank book. Our credit-book represents the money you pay on a well-furnished home. While you are paying for it in the smallest amounts and on the easiest terms you enjoy all the solid comfort and pleasure of a beautiful home. A bank-book represents the money you are letting some one else use for their own benefit while you get only a paltry 3 per cent. interest. Which is better, our credit-book or bank-book?—*Straus', Baltimore, Md.*

Our liberal credit system bridges the chasm between your desire to buy and your inability to pay spot cash at time of purchase. Hundreds of happy families have used this bridge in the course of our twelve months' business existence. It's open to all. Pick out whatever you need to comfortably furnish your home, pay a mere trifle down and the balance in little weekly or monthly installments as best suits you. No interest. No notes. No extra charges above our plainly marked prices.—*Du Bois & Davidson, Los Angeles, Cal.*

Long credit does away with the necessity of "getting along" with meager furnishings—it furnishes the new home with artistic beauty at once.—*Cowperthwait Co., Brooklyn, N. Y.*

CREDIT

We have many wealthy customers. Don't think for an instant that a credit trade is all cheap trade. We sell to some of the wealthiest people in Cleveland. Some of them pay cash and some buy on credit. They have found out that the goods we sell are thoroughly reliable, and that our credit prices are no higher than at any cash store.—*Brown Bros., Cleveland, Ohio.*

Credit clothiers to men, women and children. No money needed. Did you say money, or was it said by someone else? You must have heard it somewhere. Don't let it trouble you, but take advantage of this offer. Open an account without deposit, pay the balance at 50 cents, 75 cents, and \$1 a week, depending on the amount purchased; Your money is well invested when dealing with us. Our prices are very low and quality compares with the best and largest cash houses. The public never know your business when dealing with us. Open accounts without publicity.—*Michaels Bros., Newark, N. J.*

Pay us every week as you earn it.—The Weeks Furniture Co., Woonsocket.

We sell lower on time than others do for cash.—*Du Bois & Davidson, Los Angeles, Cal.*

Don't let an empty pocketbook and hot weather make life a burden. Get one of our high-grade refrigerators, and pay for it as you pay for your ice.—*Mason's, Brooklyn, N. Y.*

Easy pay system. Half a minute of your time is all we require to convince you that our credit system is perfect. You can buy twenty-five dollars' worth of furniture here for five dollars down and one dollar a week.—*Flint & Barker, Fall River, Mass.*

Whether married or single this is the store for you. You can buy your house-furnishings here on terms of payment that are entirely congenial. Just remember that your credit is good at Spears's. And prices are guaranteed to be lowest. Nuf ced.—*Spears's, New York.*

Credit free as water. We trust everyone. Clothing to fit the purse as well as the person. Fifty cents to \$1.00 weekly will dress you as well as your neighbor and no one will be the wiser as to how you purchased. Our business is conducted in a confidential manner—our place of business is very retired.—*Union Credit Clothing Company, Rochester, N. Y.*

Credit to all who want credit. You'll not need the cash to buy now. Don't wait till you get the money to pay for a suit or overcoat. It's time to have

it now, and you may save yourself a sick spell and a doctor's bill. We'll trust you and give you as good values as you can get anywhere—even though you should pay spot cash. Our lines of ladies' tailor-made suits and wraps on same terms—a little down and a little at a time—as may suit your convenience. Outfits for the children, too. Come see our goods and learn our simple, dignified credit plan. Goods, prices and terms will please and surprise you. Your credit is good.—*The Surprise, Lexington, Ky.*

Owing to the fact that spring is a very expensive season, on account of moving and one thing and another, we are prepared to sell and fit up gas and electric fixtures (provided order is placed early) on a credit basis, that will appeal most satisfactory to all that wish to take advantage of it.—*H. R. Richey Co., Montreal, Can.*

We sell on credit at cash prices. A small payment down and balance you can pay in small weekly installments. Your friends buy their clothes on credit; why shouldn't you? This store bids you welcome and offers you the same opportunity as enjoyed by the wealthy class who receive credit from the large cash and department stores.—*The McClain Credit Clothing Co., Zanesville.*

Start the new year right. If you want to consider your personal appearance and your pocketbook make a mental note to think of the Capitol Clothing Store. Our name on any article is a guarantee of which we are proud and that you can surely depend upon. Twenty-nine years doing business on the same corner on the square means a great deal to us and something to you. We aim to do bigger and better things and want your personal co-operation—credit is not cheap here, but we are always anxious to have good people on our books.—*Capitol Clothing Store, Montgomery.*

Liberal credit given at the Wilson Furniture Co. The store where value and low prices go hand in hand. If you will compare some of our values here shown and note the price you will not hesitate in calling upon us for your future wants.—*Wilson Furniture Co., Winnipeg, Can.*

Long credit is an open charge account, which enables you to place "rush" orders during bargain time.—*Cowperthwait Co., Brooklyn, N. Y.*

Make your home cosy on credit. Fall is here, and it is time you began brightening up your house.—*Peter Grogan, Washington, D. C.*

CREDIT

Credit makes it easy for you to dress well and fashionably. You need not limit your purchase to the amount of your ready cash, for you can buy as much as you want on credit and pay it off in small, easy payments.—*T. Kelly, New York.*

Credit is one of the features of the popularity of our store. It matters not to us whether you be poor or not, if your intentions are honest, you can feel perfectly free to select anything you may want from our big stock and by paying a small deposit down, the goods will be promptly delivered to your home, and you pay the balance while you are using the goods.—*The People's Furnishing Co., Harrisburg, Pa.*

Whatever you want is yours, whatever you can spare from weekly or monthly earnings. That is our little-at-a-time paying proposition, adjustable to any amount of buying you wish to do—little or much, anything or everything—to make your home comfortable and pretty and attractive. No interest—no extra charges—no publicity—no annoying inquiries among employees or friends—nothing to spoil the offer for you.—*Ingram & Bird, Sacramento, Cal.*

Buy what you need, pay when you can. There are times when nearly every family feels the need of ready money. You need not deny yourself a comfortable home, no matter how little you have. Many a man has gathered the courage necessary to make a success by reason of a pleasant home wherein he could enjoy perfect happiness during his leisure hours. That sort of home is the kind Brent's will furnish for you. Pay for it by the Brent system, which is the original credit system of Los Angeles, and the only one which has enabled thousands of families to secure a home, no matter how small their means.—*Brent's, Los Angeles, Cal.*

Cash or credit, both are as good as wheat at this store. If you have the cash we are glad to see you. If you have not, you can come here and buy goods at as cheap a price as for cash, and we are equally glad to have your trade. We have all kinds of house furnishing goods, and if you are not in the financial condition to pay down, you can pay as you choose and thus get what you want in your house at any time. Just try our "little at a time" plan.—*Peoria House Furnishing Store, Peoria, Ill.*

Scrutinize the Halpert credit plan in every possible way; you'll be better pleased the closer you examine it. Not only the clothing we carry, but the price

and our liberal plan of payment. A stock that is replete with sterling values commands the preference of the thrifty. Sterling values were never more strikingly manifest than now. The Halpert money saving methods are yours. Credit is yours for the asking here—it costs you nothing. You simply open an account with us, that's all. Easier to pay in dividend amounts—isn't it?—*Halpert & Jacobs, Binghamton, N. Y.*

Your credit is good. You've got pride in your home and why not have it furnished nicely. Get out the worn things and put in their places fresh and new furniture. We know the first things you will say, "that takes money"—so it does—but not cash money. If you buy here, you can be just as long paying for what you get as you find convenient. Our charge system steps in and carries the account until you close it with a final payment. All inducements to buy here—easiest terms—largest selections—honest treatment—smallest prices. We have helped many to comfortable, inviting homes—can't we help you?—*Burns & Co., Harrisburg, Pa.*

"You can have it charged." The final week of the clean sweep sale.—*Hecht's Greater Stores, Washington, D. C.*

No money down. Give us a chance, gentlemen, to furnish you wearing apparel by our easy payment system and the knowledge and satisfaction gained by trading with us will make you a permanent customer.

Credit for all Washington. We are offering deeper discounts than ever and our terms of credit are easier than have ever been offered before for any furniture house in Washington. We are making great price concession.—*Peter Grogan, Washington, D. C.*

News to women. Cleverness, brightness, daintiness are characteristic features of the huge stock of women's garments in our women's department. You are a fortunate woman if you can find anywhere jackets that surpass ours—you will go a long way to see the skirt we can't match. If you want anything in the line of outer wear garments just come here. Come and investigate if you will—come without any thought of buying. Then, if you should decide to buy, you don't need money; cash cuts no ice here; credit is supreme.—*Mentor, Rosenbloom & Co., Hartford, Conn.*

The right kind of credit.—Credit that doesn't make you pay a penny more for a garment than a good cash store would ask is the right kind of credit.—*Mentor, Rosenbloom & Co., Peoria, Ill.*

CREDIT

Long credit gives immediate possession of all our bargains.—*Cowperthwait & Co., Brooklyn, N. Y.*

We trust the people. Credit is free. What does that mean? Simply that you can furnish your entire house with every convenience for a few dollars. You can get what you need now and have the use of it while you are paying for it. We make our terms delightfully easy, and no matter how small your earnings, we will make the terms to suit your income.—*A. P. Curtis & Co., Great Falls, Mont.*

Hundreds of homes will be brighter and cheerier and more comfortable, and many hearts will be gladdened because of this sale. Remember, this remarkable offer is made for a short time only. Unless you take advantage of it now it will be six long months before you will again have the opportunity to do so much with one dollar. Select any article you wish, pay one dollar down and have the goods delivered right away—furniture, carpets, household goods. Balance in weekly or monthly payments to suit. But don't delay. These Dollar sales occur but twice a year, and there won't be another one for six long months.—*Spears & Co., New York, N. Y.*

We do not indulge in extravagant representations, and when we advertise a thing everybody knows we've got it and will see it at the advertised price. This is the store where a dollar or two will do. Credit free to all.—*Bing & Nathan, Buffalo, N. Y.*

Beneficial credit. That's our kind—the kind that is helpful to every man, to every woman, to every family—credit that's liberal, convenient, honest. We recognize your right to credit, and we extend it to you without extra charge, without interest, without a particle of red tape. Say "charge it"; that's all, and you will have opened an account that will prove a positive benefit to you.—*Menter, Rosenbloom & Co., Kansas City.*

Our "don't worry" plan. There isn't a bit of worry connected with our credit plan. All the bad features of going into debt are carefully eliminated. There's nothing left to cause a worry. Little-at-a-time plan arranges for the paying when the contract is made—and its arrangements always take what's easiest for the buyer into full consideration. Never a worry is caused by debt when the paying is easy—and it's easy to buy—easy to pay—on our little-at-a-time terms—backed up, as it is here, by a store full of the best and newest goods to make home beautiful and comfortable, well selected, rightly priced and reliable

in every value sense. These "don't worry" terms are free for all—for in-town homes or out-of-town homes.—*Ingram & Bird, Sacramento, Cal.*

Never deny yourself a home—you need not. Ask your best neighbor about Brent's and she'll give you a better idea of the popular Brent credit plan than you'd gain from our advertisement. Besides, we like to have outside folks speak well of us. We would like you to see just how your own friends feel about this great credit house that has done so much for Los Angeles and its homes. If you have no money, we are just as ready to supply the furniture, carpets, stoves, draperies, etc., as though your bank book totaled a million. Why not visit the store and let us have a little chat about it, as so many other women do?—*Brent's, Los Angeles, Cal.*

Explanation of how we extend you credit.—Our confidential credit system is a very simple one, and may be explained in two words—confidence and good faith. Years of experience have taught us that an honest person is a safe person to do business with, and that, if the conditions are not difficult and burdensome, an honest person may be depended upon to fulfill them. We do not charge interest. We do not employ collectors. We don't compromise your standing with your employer by investigations. We don't require payment when you're out of a position or ill. There are no disagreeable features to buying here on payments, as, under the Weber system, the old-fashioned and objectionable features of the installment plan are done away with. We give you all the credit you want and all the time you want to pay.—*Louis Weber & Co., Chicago, Ill.*

Keep your money now. Come and be clothed in the top notch of fashion. Be dressed as swell as your neighbor. Come to the only store that sells on credit at the same prices the cash stores do.—*Menter & Rosenbloom Co., Minneapolis.*

The road to happiness. Spring clothing on credit.—Don't delay another day. When you buy on credit here you are not asking any favors at all—credit here is simply an accommodation which you are entitled to, and don't have to pay extra for. Why not come now and get your spring clothing; you will get a full season's wear out of it, and it won't cost you any more than you will pay later on. Have no fear of publicity—all our dealings with customers are strictly confidential and our credit terms most generous.—*H. B. Ridgley Merchandise Co., Ottumwa, Iowa.*

CREDIT.

PHRASES

A bargain harvest.—*Badger's, Baltimore, Md.*

Another bargain budget.—*Adams Dry Goods Co., New York.*

Big dump sale.—*S. Heyman's, Newark, N. J.*

Saving opportunities extraordinary.—*A. M. Rothchild & Co., Chicago, Ill.*

Bargains that defy all competition.—*McWhirr's Emporium, Fall River.*

The bargain sparks fly thick and fast.—*Austin Brothers, Westfield, Mass.*

The selling of midsummer merchandise is quickening the already rapid strides of this busy store.—*Jones Dry Goods Co., Kansas City, Mo.*

Bargain gems.—*The Anderson Co., Buffalo, N. Y.*

Enticing values.—*Adams D. G. Co., New York.*

Huge values.—*L. S. Plaut & Co., Newark, N. J.*

Mountains of bargains.—*The Globe, St. Louis, Mo.*

Unmatchable bargains.—*The Hub, Kansas City, Mo.*

Cozy items.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

More Monday messages.—*Goodfellow's, Minneapolis, Minn.*

Business boomers.—*The Metropolitan Dry Goods Co., Saginaw, Mich.*

An excellent barometer of the economic conditions prevalent in the community is the dress goods department of this establishment. — *M. Kelvey's, Youngstown, Ohio.*

Happy Chance for frugal folks.—*Campbell's, Pittsburgh, Pa.*

~~The mightiest~~ sale of a decade.—*The Fair, Baker City, Ore.*

A conventicle of convention bargains.—*W. R. Bennett Co., Omaha, Neb.*

A blending of elegance and economy.—*The Broadway Dry Goods Co., Los Angeles, Cal.*

The store will be bristling with bargains.—*The Gamble Desmond Co., New Haven, Conn.*

A bevy of bargains.—*Goodfellow's, Minneapolis, Minn.*

Sizzling hot bargains.—*Cohn's, Salt Lake City, Utah.*

It is practical economy to buy at *Saunders', Victoria, B. C.*

Odd pickings from the countless bargains.—*W. B. Penn, Bowerston, O.*

A few Saturday hot shots.—*Royce Dry Goods Co., Kansas City, Mo.*

Every item a fighting argument for *Hale's, Los Angeles, Cal.*

There's a steady roll of bargains here.—*The People's Store, Taylorville, Ill.*

A veritable harvest of bargains.—*Household Credit and Auction Co., Pittsburg, Pa.*

More stalwart evidence of the dollar's buying power.—*The Boston Store, Milwaukee, Wis.*

The Power of Your Money Never Commanded so Much as Here.—*Goldenberg's, Washington, D. C.*

Quantities are enormously reduced, but values are as great as ever.—*The Robert Simpson Co., Toronto, Ont.*

Ransacking sale.—*Imperial Dept. Store, Altoona, Pa.*

A bulletin of store doings.—*Kaufman's, Pittsburg, Pa.*

Astounding bargains in every section.—*Bergner's, Peoria, Ill.*

Sale interest is at fever heat here.—*Goldenberg's, Washington, D. C.*

Another aggregation of choice bargains.—*J. N. Adam & Co., Buffalo.*

The Paramount under price sale.—*Stickley-Brandt Co., Binghamton, N. Y.*

The most unmerciful slaughter sale.—*Garbode, Eibaud & Co., Galveston, Tex.*

Thirty flashes from Boston's bargain center.—*Houghton & Dutton, Boston.*

A Monday marshaling of forceful facts.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Fresh ammunition from the many sales at our store.—*Wanamaker's, Philadelphia, Pa.*

Our message points the way to economy and satisfaction.—*Cobb, Bates & Yerxa, Taunton, Mass.*

An assemblage of amazing after-inventory economizing opportunities.—*Siegel Cooper Co., Chicago, Ill.*

Bargains galore.—*Ben Spears, Memphis, Tenn.*

PHRASES

Plumpest values.—*Schipper & Block, Peoria, Ill.*

Peerless offerings.—*The Leader, Minneapolis, Minn.*

A keep-busy sale.—*W. C. Loftus & Co., New York.*

An aggressively conducted price reduction sale.—*Kaufman's, Pittsburg.*

Never such a focus of opportunities.—*W. V. Snyder & Co., Newark, N. J.*

Echoes from the February sale.—*Broadway Department Store, Los Angeles, Cal.*

Bargains that require no talk to recommend them.—*The Furst Co., Jersey City, N. J.*

Our stock bristles with variety.—*A. D. Baughman, Charlotte, Mich.*

When you trade here you get what you believe you are getting.—*Frederick Buscombe & Co., Vancouver, B. C.*

It pays to trade at *Day's, Peoria, Ill.*

Bargains with a great big B.—*Boone's, Fall River, Mass.*

Third week of Donnelly's clear-away sale that has set the town a-talking.—*Donnelly's, Trenton, N. J.*

Bargains scattered broadcast.—*Bergner's, Peoria, Ill.*

Trade-inspiring chances.—*Boston Store, Milwaukee, Wis.*

Topsy turvy sale.—*B'way Department Store, Los Angeles, Cal.*

An aggregation of values.—*Columbus D. G. Co., Columbus, O.*

Ridiculous November values.—*Stone, Fisher & Lane, Tacoma, Wash.*

Fascinations for fertile Friday.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

A good, big departmentful of sturdy values.—*Chas. H. Baer, York, Pa.*

This quit business sale is the cynosure of all eyes.—*Fisher, Topeka, Kan.*

Here's a chapter of true economy.—*Hudson's Bay Stores, Vancouver, B. C.*

A sale that will prove an irresistible trade magnet.—*Hunter's, Memphis.*

Some rattling good remnant values.—*S. Kahn, Sons & Co., Washington, D. C.*

November sales rich in economy opportunities.—*Whitehouse, D. G. Co., Spokane, Wash.*

Farlinger's for quality.—*A. W. Farlinger, Atlanta, Ga.*

If it comes from Gately's it's good.—*Gately's, Bloomington, Ill.*

Jaunty, picturesque creations.—*Mandel Bros., Chicago, Ill.*

Something doing at Small's.—*Small, the Big Shoeman, Troy, N. Y.*

There can only be one best store.—*Perlmutter's, Jersey City, N. J.*

Where your money buys most.—*Happ & Marks, South Bend, Ind.*

Undoubtedly the house to trade at.—*Barnard, Sumner & Putnam Co., Worcester, Mass.*

All trolley car lines give transfers to Springfield Ave.—*S. Heyman's, Newark, N. J.*

We do not try to sell you something else.—*B. S. Cooban & Co., druggists, Chicago, Ill.*

What we advertise we sell; what we sell advertises us.—*The Bee Hive, Charlotte, N. C.*

If you bought it at the Unique, it's right up to date.—*The Unique Cloak and Suit House, Los Angeles, Cal.*

"Always the best of everything for the least money." That's our store motto—and lived up to.—*S. Kann, Sons & Co., Washington, D. C.*

"I undersell."—*J. W. Jennings, Washington, D. C.*

"Sellers of good clothes.—*Sisson & Sewell, Milwaukee, Wis.*

"Sommers sells it for less."—*D. Sommers & Co., Indianapolis, Ind.*

"If they're Rich's shoes they're proper."—*B. Rick's Sons, Washington, D. C.*

"If you want the best get it at Jacobs's."—*Jacobs's Pharmacy, Montgomery, Ala.*

"Always ahead of the line—right up to this evening."—*Grove Department Store, Morris, Minn.*

An epidemic of enthusiasm.—*Boston Store, Milwaukee, Wis.*

This store's policy is to satisfy.—*The Palace Clothing Co., Kansas City, Mo.*

You need not buy because you look, or keep because you buy.—*A. J. Kelley Company, New York.*

Customers receive the same treatment from our hands that we demand of the makers.—*Daniel Bros., Atlanta, Ga.*

Please give the delivery department a chance—this is hot weather to hurry horses.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

We clothe the feet complete.—*Dalsheimer, Baltimore, Md.*

"Not on display but on sale."—*Jonas & Geldner, San Bernardino, Cal.*

Counter-crowding values.—*The Goldenberg Store, Washington, D. C.*

PHRASES

Lookers become buyers at our opening.—*Cheny & Co., New Bedford.*

Quantities limited (don't want all our "eggs in one basket").—*Evans, Munzer, Pickering & Co., Minneapolis, Minn.*

The path of satisfaction leads to our doors.— —

Nothing but the best satisfies some; nothing but giving satisfaction satisfies us.— —

The best known, best grown, and best roasted coffee.— —

Genuine goods, not substitutes or imitations.— —

It is our ability to purchase that makes good purchasing here.— —

Not to know our store is a misfortune.— —

The wise man not only knows a bargain, but he gets it here.— —

We work to eliminate faults and fault-finding.— —

We lose money on many sales to make our selling satisfactory.— —

Watching for what is new and good is a part of our business.— —

Things rarely called for we buy to complete our stock.— —

Remnants and left-overs go without reference to price.— —

We sell the goods, but not the buyers of them.— —

We are glad to be told.— —

—*Selected N. Y. Stores.*

A stray straw just to show how the bargain winds are blowing in this store.—*Matthews Bros., Waco, Texas.*

"If you get it here, it's the best."—*Guernsey & Murray, Kansas City, Mo.*

"Better store keeping brings better results."—*S. P. Dunham & Co., Trenton.*

"If it comes from D. Sommers & Co. it will wear."—*D. Sommers & Co., Indianapolis, Ind.*

"Distinction in dress," and again "Distinction in dress."—*Edward Lang & Co., Memphis, Tenn.*

"Take it for granted we have what you want as you want it."—*Novi-Modi Costume Co., Montreal, Can.*

Quality benefits.—*Fred'k Loeser & Co., Brooklyn, N. Y.*

Some of the top notchers.—*McKellvey's, Youngstown, O.*

Every item cut to the quick.—*Keer's, Minneapolis, Minn.*

Extraordinary little askings.—*Boston Store, Milwaukee, Wis.*

Autumn merchandise delights.—*Bernheimer's, Kansas City, Mo.*

A host of incomparable values.—*Stump & Lyford, Washington, D. C.*

Many bargains to be plucked.—*The Broadway Dept. Store, Los Angeles.*

A charming assembly of feminine fashions.—*Solomon & Reuben, Pittsburg.*

The Emporium bargain list offers unusual saving possibilities.—*The Emporium, Spokane, Wash.*

Sunbeam chances which you really can't allow to pass unheeded.—*Simpson, Ontario, Can.*

Cold weather needfuls priced on an economy basis.—*The Fair, Muncie, Ind.*

Sweep sale.—Like a tornado, sweeps everything in its path. While a tornado knows no fear, shows no mercy, we are human and shall strive at all times to better the condition of mankind.—*Stone, Fisher & Lane, Tacoma, Wash.*

Friday feminine financiers can save on these items.—*The Gold Mine, Columbus, O.*

Crowd accumulators.—*Campbell's, Pittsburg, Pa.*

A host of mighty values.—*Perlmutter's, Jersey City, N. J.*

Sweeping mark-downs.—*Gold Mine Stores, Columbus, Ohio.*

A veritable feast of bargains.—*A. M. Rothschild, Chicago, Ill.*

A busy whirl of bargains.—*The Globe Warehouse, Scranton, Pa.*

Another banner bargain budget.—*Adams D. G. Co., New York.*

Special Saturday snaps that are bonafide.—*Hudson's Bay Stores, Vancouver.*

Every item a bargain. Every bargain is genuine.—*I. N. Martin D. G. Co., Peoria, Ill.*

Opportunities for economy never so plentiful or pronounced.—*Boston Store, Milwaukee, Wis.*

If we show it it's right.—*Perlmutter's, Jersey City, N. J.*

When we advertise bargains we sell bargains.—*Chas. S. Kingsberry & Co., Atlanta, Ga.*

We do always as we advertise. Our methods are strictly business.—*H. C. Wendland & Co., Bay City, Mich.*

If it comes from Nevius Bros. it'll be all right always—money back if not so.—*Nevius Bros. Co., Trenton, N. J.*

June-beating specials.—*Saks & Co., Washington, D. C.*

A feast for bargain seekers.—*The Famous, Atlanta, Ga.*

A focus of timely merchandise advantages.—*Frederick Loeser & Co., Brooklyn, N. Y.*

PHRASES

The most and best for your money.—*Whitehouse Dry Goods Co., Spokane.*

The climax-capping of modern-day buying is depicted in this sale.—*S. Kahn Sons & Co., Baltimore, Md.*

Travelers' helps.—All the handy things you need to make your trip a pleasure.—*Wanamaker's, Philadelphia.*

The red hot bargain coals will be grabbed from the seething mass with gold and silver tongs.—*Barker's, Los Angeles, Cal.*

Every pocketbook will welcome this news!—*Heavenrich Bros. & Co., Saginaw.*

Here you find what you want in such variety as assures perfect conformity to your individual taste.—*Rosenbaum Co., Pittsburg, Pa.*

Comforting news for these warm days. As the thermometer goes up our prices come down.—*Goldberg Bros., Detroit.*

A dollar or two will do.—*Spear & Co., Pittsburg, Pa.*

Get it at Evans's.—*Evans, Druggist, Philadelphia, Pa.*

If you get it at Aaron's, you get it good.—*W. S. Aaron, Altoona, Pa.*

Tempting values.—*The Fair, Muncie.*

Some hot bargains—*Goldstein's, Youngstown, O.*

Hot weather necessities.—*Gray & Dudley Hardware Co., Nashville, Tenn.*

Banner bargain sale.—*T. G. Webber, Salt Lake City, Utah.*

Brisk looking for bargains.—*Hochschild, Kohn & Co., Baltimore, Md.*

A few pointers bargainward.—*Crosby Bros., Topeka, Kan.*

A slaughter of the innocents.—*The Fashion, Bangor, Me.*

A feast of bargains.—*Griffins, Altoona.*

A big barricade of bargains.—*A. D. Matthew's Sons, Brooklyn, N. Y.*

Stylish nobby Summer clothing popularly priced.—*Hamburger's, Los Angeles.*

A sterling sensational sale of new seasonable suits, in which quality and durability predominate.—*The Surprise Store, Pittsburg, Pa.*

We do what we advertise to do.—*George H. Alf, Burlington, Ia.*

We always have what we advertise.—*The W. J. Woods Co., Worcester, Mass.*

When Anderson says so it means something.—*W. A. Anderson & Co., Galesburg, Ill.*

Now's the time to make by spending.—*Wolf Greishem & Son, Bloomington.*

Sundry news-notes that you will doubtless find interesting, for a busy day's selling.—*The Wanamaker Store, New York.*

A dozen seed thoughts.—*Campbell's, Pittsburg, Pa.*

Watch, wait, wonder. A new ad. very soon.—*J. R. Bradley Co., Reno, Nev.*

Ribbon splurge.
Good ribbon news.
Great waist carnival.
Trade winning values.
Another rousing sale.
Final skirt reductions.
Toilet articles in uproar.
A grand hoisery bargain.
Phenomenal suit offerings.
Grand values in millinery.
Gloves at give-away prices.
Spring's finest coats reduced.
Notice our many "specials."
More odd lines in wall paper.
Visions of summer loveliness.
Marvelous underwear bargains.
Come early for these curtains.
Prices in wool take a tumble.
Rare values in skirts and coats.
Never such values in furniture.
An opportune sale in Cluny lace.
Savings on household necessities.
Unusual values in the linen room.
Rich cut glass for June weddings.
Dress goods and silks slaughtered.
Delightful glove bargains Tuesday.
Profits shaved to the quick in staples.
Prices talk here Monday and Tuesday.
Pretty undermuslins at special prices.
Fashion leaders for women's wearables.
Note these exceptional furniture values.
Great sale of women's and girls' apparel.

Come and see these exquisite white goods.

Fruitful, fleeting Friday only bargains.
Bargain snaps in the juvenile section.
The housefurnishing sale you've waited for.

Here's a whirlwind value in bleached cotton.

An early morning rally to the boot section.

Unmatchable apparel values for everybody.

Magnificent array of special silk bargains.

Sacrifice sale of carpets, rugs and linoleums.

The finest bargain of the season in white waists.

Children's dresses in handsome style variety.

Ribbons will take wings to themselves to-day.

Extra special bargains in men's fur felt fedoras.

PHRASES

These prices actually shout their economy.

Sweeping reductions on all ladies' outer garments.

The garment department should be visited this week.

Prices are down, way down, on these dress goods.

All at prices really less than the material would cost you.

Continuing to-morrow, the greatest coat sale of the year.

Fresh lines of wanted merchandise strongly featured.

Bargain interests center here Saturday, shoppers well know.

Extra values throughout the house during May white sale.

Embroidered shirt waists will be "all the go," this season.

Refrigerators. Housefurnishings in a notable underprice sale.

A silk bargain that will make things lively at the silk counter.

These underselling values should tempt you to buy your apparel here.

Monday specials of great interest to those not adverse to splendid saving.

To-morrow, a May-day carnival of irresistible values in all departments.

Profitable because the bargains offered are greater than ever offered before.

Why not make this stationery offer for to-day spell O-p-p-o-r-t-u-n-i-t-y for you?

Head and shoulders above anything of its kind is our Friday special hour sale.

Warm weather bargains: Cool, comfortable dressing sacques, also at parts of prices.

A suit to suit.

Hosiery inducements.

Clothing prices cut deep.

Splendid summer specials.

Notions and drug sundries.

Unexcelled clothing for men.

Boys' oxfords at lower prices.

Our greatest July ribbon sale.

Noteworthy bargain offerings.

Other superior summer values.

Final clean-sweep of millinery.

Big savings for prompt buyers.

Shoe savings of unusual interest.

A price magnet in men's clothing.

All milliners flowers at half price.

Summer shirtwaists to race away.

A price upheaval in women's suits.

Friday bargains for thrifty housewives.

Not cheap clothing, but good clothing cheap.

A list of underpriced silk specials for Saturday's selling.

The best values and handsomest styles we have ever offered.

Phenomenal value-giving marks this, the sale of all underwear sales.

Women's tasteful, refined summer garments of surpassing merit.

Tremendous reduction on a mammoth assortment of women's natty hats.

Money-saving values.

Last day of hurry out prices.

A price surprise among the purses.

Small oriental rugs at little prices.

Beautiful assortment of neckwear.

Very attractive values in men's furs.

Unusually low prices on athletic goods.

Unusual opportunities in parlor pieces.

In the cloak department points of merit.

The most phenomenal values ever given.

A large assortment of fancy handkerchiefs.

A list of good gift suggestions in furniture.

Prices the lowest, qualities beyond question.

The particular boot for particular women.

Quality costs us more, but it holds our trade.

Greater reductions than were ever before offered.

Women's underwear at remarkable reductions.

Special values that will realize your highest expectations.

Surprising values.

Incomparable prices.

Vigorous price-cutting.

Many robust bargains here.

Extraordinary values in coats.

Economies in the clothing corner.

Price magnets from the millinery.

Absolutely without equal anywhere.

Fancy goods to be almost given away.

Perfect goods—greatly reduced prices.

Savings for you in gloves and hosiery.

Price attractions among the fancy goods.

The best possible article—the lowest possible price.

The best chance of the year to save money on footwear.

Babywear offerings—absolutely without equal anywhere.

Strong enough to attract a liberal eight o'clock response to this announcement—pay you to be here.

Reductions that are truly remarkable for extremeness.

This sale of undermuslins brings economy to thousands.

Extraordinary price cutting to reduce stock at once.

Come to us when you want a heaping money's worth.

PHRASES

We sweep out all stocks with the big broom of small prices.

The big half-price sale of women's tailored suits swings merrily on.

All merchandise must be sold in its season regardless of consequences.

It's a good time to save money on kitchen and other housekeeping articles here.

Enormous savings effected for home keepers by our advance purchases.

The most popular carpet store where low prices and good quality reign supreme.

In taking inventory we have run across hundreds of short lengths, and even skirt and suit patterns of broken lines which we desire to clean up quickly and have just cut the price in two.

We've completed an inventory of our stock and find ourselves possessed of a large number of odd pieces which, following our semi-annual custom, we will dispose of by a clearance sale during January at prices some of which are below cost, and others most liberal reductions. The articles are all good, each being perfect in quality and construction.

Meats of best quality.

Superlative values in staples.

A money-saving opportunity.

Extremely good glove values.

Strong price magnets in the millinery.

A hurry-up clearance in women's coats.

Tempting dollar values in the shoe section.

Saturday a great day in the clothing corner.

Chance to buy a beautiful, luxurious fur coat.

Such wonderful bargains have never before been offered elsewhere.

Shoes gain your confidence by their wearing qualities and your admiration by their refined style.

Wall paper aids spring cleaning.

Spring cleaning suggests wall paper.

House cleaning? Paper your walls.

Decorate your home this spring.

Beautiful, inexpensive wall paper.

Decorate your home at low cost.

Do your walls need repapering?

New raiment for your walls.

House cleaning? You need wall paper.

To clean your home thoroughly paper your walls.

A clearance of fine embroideries—oddments.

Here are helps for housecleaning and moving.

Interesting values from our busy staple section.

The big muslin underwear sale continues unabated.

Women's sample footwear at a "step lively" price.

Special sale of an imported sample line of fancy china.

Special attractive prices prevail throughout this exhibit.

We try to serve you best and ask you to judge our success.

Mothers shouldn't miss this good thing in children's dresses.

Umbrella bargains to impel about everybody to buy Friday.

Styles of surpassing excellence in women's and misses' apparel.

Clipped prices and the highest grades for you.

Clip this out or make a money-saving memo.

Cheapness in prices only—excellence in qualities.

Both quality and price here appear for your patronage.

Come to us when you want a heaping money's worth.

"Goodness" is an adjective that well qualifies this article.

A daring cut in prices all along the line.

At these prices the goods will go quickly.

The cream of trade at buttermilk prices.

An opportunity worth taking advantage of.

Broken prices on tempting goods during this sale.

Buying here means much to the family exchequer.

A great money's worth given with every purchase.

Every taste and every purse finds satisfaction here.

A little money buys a lot of foot comfort here.

New spring goods are revolutionizing the store.

Harvest for frugal, economical housekeepers.

Meritorious articles priced at moderate figures.

Remarkable values lend interest to the new hosiery.

Visit us at your early convenience, to your advantage.

Memoranda can be made from this list with advantage.

Sweeping out winter caps at next-to nothing prices.

Bought for quick selling and priced to insure that result.

Some of the special sales now in progress that offer great savings.

Paragraphs that are meaty with the best kind of trade arguments.

Be warned by yesterday's experience —profit by to-day's opportunity.

Dependable qualities.

PHRASES

, Friday's furniture favors.
 Bed pillows at price savings.
 Good comforters down in price.
 At less than half original prices.
 Such a rattling among the plates!
 Women's gloves marked to clear.
 Very tempting dress goods values.
 Great money saving grocery values.
 In bedroom suites we excel greatly.
 Price savings on rich brilliant pieces.
 At absolutely unprecedented prices.
 A noteworthy clearance in wall papers.
 Two money savers for men in felt boots.
 Good wearing shoes. Good looking shoes.
 Exceptional indeed are the embroidery values.
 Brilliant early spring showing of the most favored silks.
 An extensive representation of exclusive styles specially priced.
 A cut in cutlery.
 A sensational watch offer.
 Reliable kitchen timekeepers.
 Profits melted away in staples.
 A sixty-minute ring reduction.
 Marked down in the millinery.
 Dollars in the drug department.
 Surprise values in fancy goods.
 Here's light on the subject of lamps.
 Remarkable reductions in lustre waists.
 A clean sweep at the trimming counter.
 Sweeping out day in household hardware.
 Values unsurpassed in pretty wash goods.
 Thursday's money savers in the china section.
 Broom busy among initial pins and brooches.
 Look at these pretty waists and then at the prices.
 A stiff bargain breeze will blow these hats out of the store in no time.
 Wholesale slaughter of reliable merchandise.
 Wet weather-wearing apparel slashed in price.
 Thrilling reductions in hosiery and underwear.
 Surprisingly beautiful display temptingly priced.
 At lowest prices consistent with good quality.
 Important reduction sale of beautiful millinery.
 The longer you wear them the more you'll like them.
 Beautiful collection hemstitched linen table sets.
 Prices cut in half and in many instances much less.
 There is no true saving where quality is not considered.

The best of economy to anticipate your clothing needs.
 Marked-down offerings have amazed Troy's shrewdest shoppers.
 Strongest house garment values in the Western Hemisphere.
 Most brilliantly beautiful display of the world's best weavings.
 Its marvelous values in dress goods have taken the town by storm.
 Never before have such fine furs been sold at such astonishing prices.
 Prices that speak wonderful savings to every economical shopper.
 The most unique and fascinating display and price demonstration in the history of white goods retailing in Montgomery.
 A rare chance to get a high-class piano cheap.
 Remarkable reductions on seasonable garments.
 Get your share of these extraordinary offerings.
 Hundreds of splendid money-saving opportunities.
 Special underpricings in the saving domestic department.
 The interest grows greater and bargains more astonishing.
 All low price marks have gone to smash in this terrific price cutting.
 Most sensational prices that give you adequate reason to purchase now.
 It is the broadest and best sale we ever planned. It is the most difficult sale we ever worked for.
 We are opposed to the trust, and for that reason we have a cash system and trust no one. This enables us to retail our goods at syndicate prices.—*Funk Bros., Ottumwa, Ia.*
 Business trousers tip-top for business wear, "good enough" for hitching to the Sunday coat, \$2.89 to \$3.50.—*Meigs & Co., Springfield, Mass.*
 Slow wear-outers, but quick to put on. Men appreciate this kind of footwear. It's the kind they call for again and again.—*Benger & Born, Kenton, O.*
 We shall soon count our money and goods, to see how much we're worth and what progress we've made. Hence this *January Rummage Sale*—a great Pre-Inventory movement towards a quick clearance. How much shall we value this soiled and neglected merchandise—two-thirds? half? We don't know. But if we sell it to you at a bargain, we know we can count the money accurately enough. And we know the value of good will, too.—The liberal discounts.—*Schipper & Block, Peoria, Ill.*

PHRASES

SALES

During a season abnormally dull we have been doing a business far beyond our expectations. Great price clipping for our Anniversary Sale is the magnet that has drawn this splendid trade. Those who have already purchased have secured values to be appreciated. Those who have yet to purchase will also secure a like saving whatever they may buy. Summer Furnishings and seasonable goods of all kinds are included in this sale, and the thrifty householder will find this an exceptional opportunity.—*Vance-Fitz Gibbons Furniture Co., Joliet, Ill.*

These particular arrivals could not come to us in a more needy time. This is anniversary week, so we want to make it the greatest event of bargain giving we ever held. If you've been here early in the week you know of the exceptionally good values we offer; if you have not, read these, then ask yourself if they don't invite a pressing call to these stores that carry high grade merchandise at low grade pricings.—*Philadelphia Bargain Stores, Trenton, N. J.*

It is with a good deal of pride that we open this Ninth Anniversary sale. We are proud of the fact that Kansas City people have bestowed upon us their confidence to so great a degree that this Boys' Clothing Store has grown faster and faster each succeeding school term, until to-day it ranks, in matter of sales, among the highest of the stores west of Chicago.—*Jones Dry Goods Co., Kansas City.*

Greatest bargain spread ever in St. Louis starts to-morrow, 8 a. m., at the most remarkable store in the world. A sale in which we give away thousands of dollars in loss of profits. For many years our anniversary sale has unquestionably been the leading bargain event in this community. The mere announcement of the anniversary sale is enough to crowd the store, because we have proven that this is the sale of all sales for money-saving shoppers. We always give customers the best dollar's worth, but during our anniversary sale we do more. We spread a veritable bargain feast, in many cases reducing prices on some of the most staple and best selling merchandise to half.—*Globe, St. Louis, Mo.*

"No morning sun lasts all day." Life, at its best is but a short period of time. We must provide during its productive seasons for years of decline. Saving is necessary. Scroggie's Aftermath Sale offers to savers the best facilities, convenience of shopping, invariable courtesy, convenient location, a saving of 25 to 75 per cent. All new fresh goods, imported from the high-class manufacturing centers of the world.—*Scroggie's, Montreal, Can.*

This Bargain Friday comes at an opportune time. We've just finished inventory, and our stock counting reveals thousands of dollars' worth of goods which we are anxious to dispose of regardless of cost or former selling price. There's not an article, however, that is not usable and highly desirable at this particular period. You can have these goods now at a mere fraction of what they would have cost you a week ago. We've held on long enough. Now it's your turn to take them at these Bargain Friday prices.—*The 14th St. Store, New York, N. Y.*

Another year has rolled around and again we celebrate the founding of this store with a big two-day sale that will overshadow in magnitude and value-giving any similar event known in the trade history of Greater Wheeling.

We want our out-of-town friends to know that all former efforts will be eclipsed—that we intend making this Anniversary Sale notable for the excellence of the merchandise included and the lowness of the prices which will prevail. In every one of the thirty odd departments of the store will be offerings such as you little dream of, ranging from 15 per cent. to 50 per cent. under normal quotations. Preparations for this great annual event have been under way for months and in view of present trade conditions our spot cash offers secured us immense quantities of new and fashionable Fall goods at price concessions that would have been impossible in any other way or at any other time. These goods are to be sold during our Sixty-first Anniversary Sale and our customers will profit by some of the most wonderful values ever offered by this or any other store.—*Seth & Thomas, Wheeling, W. Va.*

SALES

Semi-annual sale of wrappers and kimonas. Can you afford to make these comfortable garments at home with such prices and values as these? No; you can't. The making, the generous fullness of the garments and in fact everything you have a right to expect is shown in this semi-annual sale. Such excellent values so lowly priced are not always possible; but a lucky trade-find brought these just in time for you to save one-quarter to one-third on your purchases.—*Abraham & Straus, Brooklyn, N. Y.*

The public has made possible the steady growth of this business from its modest beginning in 1847 to its present size, and it is but fitting that the people should participate in a financial way in the celebration of its anniversary. We have planned these Anniversary Sales on a liberal scale and all are to share substantially in the savings which will be a marked feature of the event.

We hold our Sixty-first Anniversary Sale Monday and Tuesday, October 5th and 6th, comprising selling events of a character that mean much to those who find it necessary to be careful of their expenditures at this time. Naturally we can't quote prices in this circular, but we will say that all over the house, from basement to fifth floor, are bargains such as it will pay you well to come for, even if you live a long distance from Wheeling. The new Fall stocks are in and on display and the goods are to be sold at prices never before possible. So again we say to you: Come to Wheeling and help us celebrate our Sixty-first Anniversary—we will treat you right and you will save a lot of money.—*Seth & Thomas, Wheeling.*

It's our annual sale; always the greatest when it comes. This is the time. Once each year we plan to save you more than at any other time. We gather immense quantities for this very purpose. The list which follows ought to prove of universal interest because it means abundant economy.—*Adams Dry Goods Co., New York, N. Y.*

This is our third annual sale of petticoats. It has been prepared with more care and thought than any previous sale. Good petticoats can be bought here for less money than you have ever before had the privilege of buying them. Here are two specials for today's selling. There are many others that it will pay you to see.—*Emery, Bird, Thayer Co., Kansas City, Mo.*

Three thousand bright, crisp and new waists made especially to our order, form the nucleus of this annual sale. Words

fail to utter in the exploitation of merit and genuine satisfaction that is ours in making this announcement, and we anticipate the pleasure that must accrue to our patrons in the buying, for the selling to-morrow will out-rival any similar attempt ever made by any retail establishment in Greater New York. Our arrangements were perfected when sleighing was an enjoyable feature in Prospect Park. Time, labor and money have been so closely allied that not a feature of good merchandising is missing, to the end that you may have the best and most seasonable apparel at ridiculous prices.—*A. J. Namm, Brooklyn, N. Y.*

We are holding our annual sale of new embroideries. It means that you can save at least a third on the values of anything you purchase. Anticipate your needs and benefit by our special offerings. Particularly special are the nainsook matched sets, cambric edges and insertions, beadings, Swiss edges and insertions, also 18-inch corset cover flounces that we are offering just now for 25c. a yard. Our show window will give you some idea of what you can get for that small price. Step inside and examine them. You'll buy; you can't help it.—*Brown, Thomson & Co., Hartford, Conn.*

Final day of before inventory sales. Opportunity takes wings to itself when the advantages of these sales will have ceased to exist, which will be with the closing of the store on Tuesday evening. The attractions are manifold; the field—the entire store. Every stock has its quota of bargains, virtually a smash-up and let-down of the price bars on every class and lot of goods that we do not care to have on the listing sheets. The cuts have been applied to all winter merchandise. Goods that will be required for your comfort, pleasure and adornment every moment of the next three months, and longer. Your co-operation in helping us move the goods will prove profitable. We have made the rates very low for brisk selling of same.—*John G. Myers Co., Albany, N. Y.*

Bargain news is all good news—it travels fast. That's why this great twice-yearly event is growing greater each day. The people of New York and surrounding suburbs have never bought high-class merchandise at such remarkable bargain prices before, nor will they again this season have such a saving opportunity as this pre-inventory sale affords.—*Simpson-Crawford Co., New York.*

SALES

The Pre-Inventory Sales now in progress throughout this store are significant for the range of merchandise covered, and for the remarkable value-giving made possible only by the unique purchasing power and price-making purchasing power of this institution.—*Marshall Field & Co., Chicago, Ill.*

Thorough dependability and absolute trustworthiness are never for a moment separate from the merchandise in this store—no matter how low the prices. And remember, in this Before-Inventory Sale, as at all times, when you get your purchase home, if it turns out to be different than you thought it was when you bought it, return it at once in salable condition along with duplicate check and get your money. Could anything be fairer than that?—*Emery, Bird, Thayer Co., Kansas City, Mo.*

The coming of the Easter tide will prove a signal for the smartest dressing of the season. Most every man will look his best on Easter Day and why not you? You will look your best if we are permitted to furnish your suit.—*United Woolen Mills Co., Parkersburg, W. Va.*

It is nearly time to write in the diary "Ready for Easter."—*Schiffer & Block, Peoria, Ill.*

To-morrow we open the greatest three weeks' Easter selling in our history. There is no getting around it, the choicest wearing apparel for women that the world produces is to be found here. There is no getting under it, our prices are actually lower than inferior styles and qualities are offered for as a rule, and much lower than the same class of goods can be found elsewhere. This is abundantly proven by the enormous business that we have created. The leading business of Chicago on women's wearing apparel did not come to us by accident. Those who saw the display here last week understand one great reason, and those who see the prices here this week will understand the other. Do you realize that our store is to-day almost double its size of one year ago? The same forces which have caused it to grow so rapidly in the past stand out more prominently to-day than ever before. The women are scarce who will select anything in wearing apparel to-day without first looking at Stevens.'—*Chas. A. Stevens & Bros., Chicago, Ill.*

First Annual Easter Opening Spring Millinery and Tailored Garments. Two reception days—days of splendor, days of welcome.—*John Anisfield Co., Cleveland, Ohio.*

Easter peeping in at the Gateway! With this thought in view we have made every description. Never has this store shown such a variety at the very threshold of a season and remarkable collection of values. No need to debate over the worth of things here. We skip no opportunity to give you the very best values.—*S. J. Burt & Bros., Ogden.*

Interesting Easter offerings at interestingly low prices.—*H. Batterman, Brooklyn, N. Y.*

Annual Fall opening sale of lace curtains and portieres. We have never in any previous sale shown as many styles or such values. Our regular prices on curtains and portieres are much below the prices in other stores, but for Friday and Saturday every curtain and portiere in stock goes at sweeping reductions from our regular prices.—*Miller, Mower & Flynn, Spokane, Wash.*

To-day's advertisement is of importance to every woman who is interested in new things for spring—or who wants to save on seasonable goods. Every department has special offerings, many of which don't even get a mention.—*Coulter D. G. Co., Los Angeles, Cal.*

Formal spring opening. To-day and the two following days have been set aside as show days for the new fashions for spring. The event is looked forward to with not a little eagerness on the part of Tacoma fashionable women, for the style leaders are good enough to regard it as an authority. What's proper will be seen here in its fullness and in the best possible light. We take a good deal of pleasure in the preparing—for, after all, storekeeping isn't altogether sordid and mercenary. We forget business and we give up the store to sight-seers and sociability; and the opening days, next to Christmas, form the most enjoyable time of the whole year. The broadest invitation is here extended to everybody to see the sights.—*Stone, Fisher & Lane, Tacoma, Wash.*

First fling of spring. Store rejuvenated. A thousand dollars' worth of paint, kalsomine and expert labor have worked the transformation. Everything is in trim for spring. Passes—the turning point of the winter trade. Every counter feels the pulsations of a new life. Don't you smell the flowers? Don't you hear the robins singing? Birds and blossoms will be here before your dressmaker sends home your new gown—even if you get the cloth to her right away. A spread of spring dress goods.—*Campbell's, Pittsburg, Pa.*

SALES

A storeful of spring prettiness—bright, fresh, dainty—the store will be a regular fashion sheet. The whole store throbs with eager anticipation of what's to be, almost bursting with the good news. The petals open wide on Thursday morning on a most notable cyclorama of fashion richness. Of course you'll be here, a visit each day will be time well spent. Here's a few hints of what's to be enjoyed.—*McCurdy & Norwell Co., Rochester, N. Y.*

We have enjoyed a wonderful success since opening our new store in Columbia, but our business has been so satisfactory that it has caused us to keep up our assortment until the season was far advanced. We have outlined our business plan to include the starting of each season with a brand new stock of goods. To accomplish this result quickly we will start our first half yearly clean up stock sale and shall make such ridiculously low prices as will clean up our stock in short order. Our stock is all new, bought for this season's trade, so we have no old goods to offer you. Everything is of best and newest and as our stock was marked at very low prices and one price only, the reductions are more marked than you ever saw in a sale before. The bargains are many and real. The sale will bring to you the most reliable of merchandise of careful, stylish selections; everything of the newest and the entire stock will really be offered at cost or less. You cannot afford to miss this chance. Come and see what a real sale looks like and note the prices. We can only show a portion of the bargains we offer in this advertisement. We will make good when you come to this sale. Assortment complete in each line, but those who come early will fare best.—*Bailey-Copeland Co., Columbia, S. C.*

With the end of Inventory comes the imperative need of making a complete clearance in all departments, but the necessity shows strongest in the Ready-to-wear section. "Too much stock for the season." We consider that our wisest course—to make the clearance quick and sure—is to give women bargains in goods that will appeal directly to their needs. The department is full to overflowing with just such goods, and the prices we are making on them represent opportunities for the saving of many dollars to purchasers.—*O. M. Co., Portland, Oregon.*

We tell you frankly: The merchandise offered in this clearance announcement to-day is priced at cost to us—

in hundreds of instances at less than cost. From one standpoint a heavy loss is involved. But we do not count it paid. It's true we receive less than we paid. But this is our house-cleaning time. The worth of the goods to you in mid-season—not the cost to us—is the factor that determines the price. We're ready to take the loss if we can quickly clear every counter—every store-room of accumulated merchandise. We are determined to sell every piece of winter goods—we're determined that our stocks shall be absolutely clean and fresh with the new season—we're determined that if startlingly drastic reductions will accomplish our purpose all this merchandise will find new owners at once. Remember: You are buying at this sale—at retail—at prices actually lower than this great organization, with three enormous stores and a buying skill developed by years of experience, can buy at the mills in lots costing hundreds of thousands of dollars.—*Wanamaker's.*

A Gigantic Make-Room Sale at Martin's.—More room—every department is crying for more room. We are constantly shifting, rearranging the stocks that our marvelous increase of business demands. This big store is piled full of seasonable merchandise. To move the stocks quickly, we have inaugurated this gigantic make-room sale. Our patrons know what this means—the biggest sale of all. Come to Martin's Monday—come every day this week—as new bargains will be added daily. It is giving real genuine values that has made our store grow as no other in Peoria ever grew.—*Martin, Peoria, Ill.*

Come to the feast—we are cleaning house. Every department has been turned topsy-turvy, everything pertaining to winter must go. Our inventory is over and many lines of broken and odd lots have been put forward to be sacrificed. It is not often you have an opportunity like this. So come to Martin's Friday and Saturday. No matter how cold the days you can not afford to miss this great bargain feast. Read every line. Read every word. It means dollars to you.—*Martin's, Peoria, Ill.*

It's the yearly event—vastly bigger and vastly better than any we have yet held. Not in any sense a clearing sale but a great Advance Offering of the coming season's styles in standard, well-known makes. If you are likely to require Carpets or Rugs after the Fall house renovating, this is emphatically the occasion to secure them at a large saving.—*Koch & Co., New York, N. Y.*

SALES

The generosity that follows success. Every six months this store is cleared out—beginning with the basement, where housefurnishings, crockery, china, enameled ware, silverware and cut glass are; passing on to the Main floor with its dress goods, trimmings, hosiery, underwear, white goods, laces, linens, cottons, and a score of other stocks, to the second floor with its millinery, shoes, muslinwear, shirt waists, wash suits, corsets; thence to the third floor where carpets, rugs and draperies are displayed, winding up with the fourth floor furniture salesroom, we plan and carry out at the time of our half-yearly inventory, a great and general clearance, a radical price-cutting, a forcing out of seasonable goods (especially so this year)—a sale wherein cost and profit are secondary considerations, an opportunity now to generously recognize our appreciation of the public's help during the most gratifying successful year we have had since this business began. Come to it. Get your share. It starts to-day.—*H. A. Meldrum Co., Buffalo, N. Y.*

Prior to showing 1905 spring stocks we'll "clear the decks" of all goods carried over from last spring, summer and fall, and most of those from this winter. If any one is skeptical as to our selling at less than cost (for a two weeks' period) we say, "Investigate." The only explanation we offer is this: Our policy is to convert "merchandise profits" into cash, rather than keep them as stock on tables. Since the goods we now offer for sale are principally "merchandise profits" for 1904, we make it emphatically to your interest to buy. The thousands that await this sale will find at this time greatest values in style, in quality, and in every other respect that have ever been offered.—*The Palace Clothing House, Minneapolis, Minn.*

Each succeeding day establishes more than ever the supreme importance of this sale. The thousands who have come and gone away satisfied have spread the news till now it seems that all Chicago knows that the most heroic price cutting ever attempted in this city has been done in this store.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

The semi-annual Mandel clearing sales, always awaited with keen interest, serve a double purpose. They sustain the principle, incorporated into this business from its very foundation, that "all stocks must be fresh each season;" and they demonstrate, as nothing else possibly could, the power of this organiza-

tion for far-reaching economy. Through the present January clearance, all winter merchandise is offered at reductions ranging from one-fourth to one-half actual value. Active preparations for spring cause us to make these radical price concessions at the present time. Wise buyers will scan carefully the following notable instances of "clearing sales economy," and will take advantage of the golden buying opportunity thereby created.—*Mandel Brothers, Chicago.*

The one great clearance sale which all Chicago recognizes as the greatest value-giving event of the season, and to which the women of this city and suburbs turn out yearly. A genuine clearance sale that has no competitors, though many feeble imitations. A clean sweep of every dollar's worth of merchandise that is not desirable for the opening of the spring season. One of the strong features of this sale is the choiceness of the merchandise, correct shapes and styles. Every garment offered at this sale is desirable, and in many instances at a mere trifle of the actual cost.—*Chas. A. Stevens & Bros., Chicago, Ill.*

Our after-Christmas clearance sale is in full swing. Absolute reductions and genuine bargains. There will be a lively skirmish for the next few days for the bargain hunters and the many ladies whose Christmas presents came in the form of cash, which will be spent now at a wonderful saving. Our store was fearfully attacked last week by shoppers, consequently we are burdened with a number of broken lots and single pieces throughout our entire store, all of which will be yours at one-fourth to one-half less than the regular value. The greatest savings, however, are to be found in our women's and misses' coats and suits.—*Kaufman's, Trenton.*

We are determined to rid the store of every dollar's worth of surplus stock, of every item of winter goods, of short lengths, odds and ends, broken lots and all such merchandise. If you are anxious to economize—to get the benefit of extraordinary underselling, you should come to this store at once. Winter has just begun in dead earnest; for three months, at least, you will need winter wearables badly. Then, how can you hesitate to hurry for such bargains as we are offering? Come to-morrow, come Saturday. We want you to secure the best of bargains, and advise coming early. Goods of high quality at enormous reduction in price while this sale lasts.—*Hills, McLean & Haskins, Binghamton, N. Y.*

SALES

Don't come expecting new, stylish, perfect goods. That is the kind we offer fifty-one and one-half weeks in the year, but this half week is devoted to cleaning up damaged goods, shopworn goods, articles that have passed out of style and remnants. Every article offered is of value. The question is: Can you use it to advantage? Every department will be represented in the offering. The prices will be graded according to the condition of the goods, and we can assure you that every price is much under the present value and only a small fraction of the original value of the article.
—*G. H. Wiltsie, Cortland, N. Y.*

The wonderful popularity obtained by our great clearance sales was never so forcefully demonstrated as in this present sale, which opened yesterday morning. When we began these sales a few years ago the knowledge of their merit did not extend beyond a few hundred women, but each year they have learned more and more of their genuineness, until now they are attended by several hundreds of thousands of women during the two weeks' continuance of the sale. With most firms the clearing up of the season's merchandise is a problem. Here it has become an easy task in a sense—we make just one clean sweep. Everything that remains, that is not wanted when the spring season opens, all good, stylish merchandise, is reduced to a price that will sell each article at sight, and that is all there is to it.—*Chas. A. Stevens & Bros., Chicago, Ill.*

The big clearance sale is strong where clearance sales are generally weak—in the matter of shoes for children and small folks. Children's shoes are considered "staple" in the shoe business, and are seldom or never reduced unless on account of imperfections of style or quality. The shoes mentioned below are all nice new goods, in all sizes, and should prove interesting accordingly.—*Lavenson's, Sacramento, Cal.*

This store is now the scene of an extraordinary series of Special Clearance Sales, which in value-giving will astonish even the most economical of shoppers. The fall goods are all clamoring for admission, and in order to secure space all Summer merchandise must go. This August Clearance Sale is brimful of timely and seasonable merchandise at absolutely the lowest prices ever known.—*Lit Bros., Philadelphia, Pa.*

Great Clearances foretell the greater Abraham & Straus. There is even more than the usual reason for the amazing underprice sales on the next two

pages of this paper. Brooklyn's Greatest Store is passing through another important stage in its magnificent development and unprecedented growth. As fast as modern methods and modern machinery can work, we are striving to keep pace with the growth of an ever greater business. Fast as the architect and carpenter and mason plan and work and labor, business keeps treading on their heels. The rapidly rising mammoth structure in the rear of the present buildings, which will be directly connected, is an evidence of development far surpassing any retail business ever realized or dreamed of in Brooklyn. A public institution. Abraham & Straus has passed beyond the stage of a mere store. It is a Brooklyn institution, famous throughout the world, with well-recognized obligations and responsibilities to a highly appreciative people. Its prestige has been won upon the policy of giving lasting satisfaction. Other stores may have sold merchandise as cheaply. No other store ever sold the best merchandise at such moderate prices, day after day, week after week and month after month, year after year. Nothing spasmodic in value-giving nor in the growth it has brought. The ungenerous methods have attracted trade beyond precedent. Invariability, reliability and excellent quality of the goods have kept and phenomenally increased this trade. Clearance sales. Certain departments have again outgrown their selling space and must be increased in size or moved to larger quarters. We desire you to help move the goods. Clearance sales with prices remarkable even for Abraham & Straus result. Carefully read the pages that follow. It will pay you. We are making history in the shape of unprecedented business. Do not miss your share of the economies and advantages.—*Abraham & Straus, Brooklyn, N. Y.*

Our annual red letter Clearance Sale is now going on. We have set the town a-talking again just as we have every year for the last twenty years—only more so. Every indication points to a phenomenal success. We have the goods. The prices are honestly reduced. We have the reputation that gives force to such sales. It won't be our fault if you don't come and get your share of the great bargains. Ten items is a small representation from the mass that we could give, but they show which way and how strong the saving wind is blowing.—*Los Angeles Furniture Co., Los Angeles, Cal.*

SALES

SALE NAMES

Merchant Morgan cannot complain that the "large sale" in Wall Street has not been well advertised.—New York World, Aug. 6.

Make-room Sale.—*The Globe Store, Youngstown, O.*

Necessity sale.—*Fontaine & Anglin, Crookston, Minn.*

Ken's closing out sale.—*A. R. Ken & Co., Hamilton, Ont.*

Great 10 per cent. discount sale.—*Alder Bros. Co., Joliet, Ill.*

One day sale.—*The Taylor Carpet Company, Indianapolis, Ind.*

Clean-up sale.—*Dayton's Daylight Store, Minneapolis, Minn.*

Great pre-holiday clearing sale.—*Crandell & Tracy, Galesburg, Ill.*

Great stock reducing sale.—*Hallenstein Furniture & Carpet Co., Joliet.*

The ripper sale! The ripper sale is one where we rip the prices in two and cut the profits down.—*The Donsereaux Dry Goods Company, Lansing, Mich.*

Price revival sale.—*The Leader, Minneapolis, Minn.*

Make room sale.—*The Globe Store, Youngstown, O.*

Economy sale.—*Olds, Whortman & King, Portland, Ore.*

Sensational half price sale.—*Donaldson's, Minneapolis, Minn.*

Big slaughter sale.—*Bannout Department Store, Minneapolis, Minn.*

Our grand annual silk sale.—*Dayton's Daylight Store, Minneapolis, Minn.*

Pre-holiday room-making sale.—*The Joliet Dry Goods Company, Joliet, Ill.*

A plunder sale.—*Wasserman, Kaufman & Co., Sacramento, Cal.*

A trade sale.—*The Gamble-Desmond Co., New Haven, Conn.*

Half-value sale.—*Henry Wing, St. Paul, Minn.*

June bride sale.—*Duff & Repp Furniture Co., Kansas City, Mo.*

Mill End sale.—*Felix Kahn & Co., Chicago, Ill.*

Great half-price sale.—*J. Lenson & Co., Trenton, N. J.*

Special matting sale.—*Lord & Taylor, New York.*

June umbrella sale.—*Sisson Bros. Welden Co., Binghamton, N. Y.*

Publicity sale.—*The Blakepky Dry Goods Co., Spokane, Wash.*

Challenge sale.—*Ehrich Bros., New York.*

Surplus sale.—*Machin Shirt Co., Los Angeles, Cal.*

June sale.—*Henry Morgan & Co., Montreal, Can.*

Our big candy sale.—*Swayzee's Market, Marion, Ind.*

Flood sale.—*H. & D. Daniel, Hartford, Conn.*

A forced millinery sale.—*F. D. Johnson & Co., Memphis, Tenn.*

Morning sales.—*Hearn, New York.*

Great summer sale.—*Silers Piano House, Spokane, Wash.*

Our first summer furniture sale.—*Cohn Bros., Spokane, Wash.*

A sale to raise money!—*The Anderson Co., Buffalo, N. Y.*

Great expulsion sale.—*H. A. Meldrum Co., Buffalo, N. Y.*

Final fur sale.—*Ransom & Horton, Minneapolis, Minn.*

A profitless price sale.—*Young the Tailor, Memphis, Tenn.*

Final fall finish for fair sale.—*Euwer's, Youngstown, O.*

A record breaking silk sale.—*H. P. Wasson & Co., Marion, Ind.*

Trade equalization sale.—*The David C. Beggs Company, Columbus, O.*

A big "short lot" sale.—*Wasserman, Kaufman & Co., Sacramento, Cal.*

Trade-compelling overcoat sale.—*The Palace Clothing House, Minneapolis.*

General reduction sale.—*Louis Stecher & Co., Philadelphia, Pa.*

A forced sale.—*The Broadway Department Store, Los Angeles, Cal.*

A linen clearance sale.—*Koch & Co., New York.*

Our summer white sale.—*Jordan Marsh Co., Boston, Mass.*

- White sale linens.—*Wanamaker's Philadelphia, Pa.*
- Great anniversary sale.—*M. B. Miller, Leadville, Colo.*
- Morning sales.—*Hearn, New York.*
- The greatest of our challenge sales.—*Ehrich Bros., New York City.*
- Publishers' remainder sale.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*
- A necessity sale.—*Kinne & Kinne Co., Buffalo, N. Y.*
- Midwinter bargain sale.—*The Anderson Co., Buffalo, N. Y.*
- Half-price sale.—*Joseph Horne Co., Pittsburgh, Pa.*
- March sale of furniture.—*Kaufmann's Pittsburgh, Pa.*
- Emptying-in and emptying-out sale.—*Jones Dry Goods Co., Kansas City, Mo.*
- Remnant sale.—*The Waschauer Store, Madison, Ill.*
- Rack-rent removal sale.—*Thomas & Co., Pittsburgh, Pa.*
- Jardinier sale.—*Kauffmann's, Pittsburgh, Pa.*
- Defiance sale.—*The Leader, Pittsburgh.*
- Quality and quantity sale.—*M. Quinn, Kansas City, Mo.*
- Half-price picture sale.—*Hahn & Co., Newark, N. J.*
- Five-hour sale.—*Rosenbaum Company, Pittsburgh, Pa.*
- Daniels' honest sale.—*H. & D. Daniel, Hartford, Conn.*
- A drastic clearance of all the oddments of the past year's selling.—*P. A. Bergner & Co., Peoria, Ill.*
- Hurricane sale.—*Brager's, Baltimore.*
- "Direct selling" sale.—*McConnell & Co., Scranton, Pa.*
- Annual markdown sale.—*Sage, Allen & Co., Hartford, Conn.*
- Star sale of the season.—*Brager's, Baltimore, Md.*—Feb. 8, 1903.
- One-quarter off furniture sale.—*Carlile & Kerr, Columbus, O.*
- February reduction sale.—*Lauer's, Baltimore, Md.*—Feb. 8, 1903.
- Our masterful sale.—*Rhodes-Burford Furniture Co., Indianapolis, Ind.*
- February grocery sale.—*Ginter Grocery Sale, Boston, Mass.*—Feb. 11, 1903.
- Annual January hosiery sale.—*Stewart & Co., Baltimore, Md.*—Jan. 12, 1903.
- Semi-annual price reduction sale.—*Vorenberg's, Boston, Mass.*
- The after stock taking sale.—*W. B. Moses & Sons, Washington, D. C.*
- Odd lot sale.—*Noyes Bros., Boston.*
- Annual February furniture sale.—*Siegel, Cooper & Co., Chicago, Ill.*
- Osgood's January riddance sale.—*The C. E. Osgood Company, Boston, Mass.*
- Edmonston's twenty-ninth anniversary and stock reduction shoe sale!—*Edmonston's, Washington, D. C.*
- A \$20,000 sacrifice sale!—*Grand Rapids Furniture Co., Jacksonville, Fla.*
- Sale of importance.—*J. F. Hink & Son, Berkeley, Cal.*
- 201st Friday bargain sale.—*Schipper & Block, Peoria, Ill.*
- Rare sale.—*Stone, Fisher & Lane, Tacoma, Wash.*
- Great shoe sale.—*Woodard, Clarke & Co., Portland, Ore.*
- A very special sale.—*Wasserman & Kaufman, Sacramento, Cal.*
- Jobbers' and manufacturers' sale.—*A. F. Hardie, Waco, Texas.*
- Black suit sale.—*Salem Woolen Mill Store, Portland, Ore.*
- Free gift sale.—*L. Hammel & Co., Mobile, Ala.*
- Spring sale.—*Martin's, Peoria, Ill.*
- Black Friday sale.—*The Euwer Store, Youngstown, Ohio.*
- Table days sale.—*Chapman & Co., Brooklyn, N. Y.*
- Phenomenal suit sale.—*The Palace, Spokane, Wash.*
- A great Friday dress goods sale.—*Gimbels Bros., Milwaukee, Wis.*
- Great discount sale.—*S. A. McDonald, Charlottetown, P. E. I.*
- Our big end-of-the-week sale.—*Nevin Bros. Co., Trenton, N. J.*
- Grand millinery opening sale.—*Lasky's, Parkersburg, W. Va.*
- Removal sale.—*R. D. Bronson Desk Co., Los Angeles, Cal.*
- Great sale of curtains.—*Tull & Gibbs, Spokane, Wash.*
- The fire sale.—*The Krauss, Butler & Banham Co., Columbus, Ohio.*
- Baity's twelve-day removal sale.—*The Baity Dry Goods Co., Denison, Texas.*
- Rearrangement sale.—*J. N. Adam & Co., Buffalo, N. Y.*
- Great one-day "at cost" sale.—*Louis Weber & Co., Chicago, Ill.*
- A stupendous silk sale.—*Chas. A. Stevens & Bros., Chicago, Ill.*
- Selling out sale.—*Seidler & May, Hartford, Conn.*
- Prosperity sale.—*Strange & Skinner, Binghamton, N. Y.*

SALE NAMES

A stupendous five-day sale.—*Simpson Crawford Co., New York, N. Y.*

Mid-winter riddance sale.—*Thos. Martindale & Co., Philadelphia, Pa.*

General reduction sale.—*Sommer Kaufman, San Francisco, Cal.*

Prosperity sale.—*J. N. Adam & Co., Buffalo, N. Y.*

Drastic clearance of shoes at cut prices.—*The Fourteenth Street Store, New York, N. Y.*

Twenty-fourth semi-yearly clearance sale of smart clothes and furnishings.—*Byck Bros., New York, N. Y.*

Challenge sale.—*L. H. Guldman, Denver, Colo.*

Closing out sale of the furniture section.—*Jolin Dry Goods Co., Denver.*

Clearance sale of boy's and youth's winter wearables.—*The May, Denver.*

The beneficial blizzard of white goods still storms the store with its January economies.—*Wanamaker, New York.*

Squeeze out sale.—*McConnell & Co., Scranton, Pa.*

Great "merchants' week" sale.—*Boston Store, Worcester, Mass.*

Great parting-company sale.—*Sam Berry & Co., Leadville, Colo.*

Annual public benefit sale.—*Kaufman Clothing Co., Lexington, Ky.*

Another rousing time limit sale.—*Wise, Smith & Co., Hartford, Conn.*

Our "drop" furniture sale.—*Emory Bird, Thayer Co., Kansas City, Mo.*

The sale that never disappoints.—*A. Livingston & Sons, Bloomington, Ill.*

Wait, watch, look for the great semi-annual clearance sale.—*A. Livingston & Sons, Bloomington, Ill.*

Remnant and auction sale.—*J. C. MacInnes Co., Worcester, Mass.*

Stock reducing sale.—*Fowler, Dick & Walker, Wilkes-Barre, Pa.*

Yankee notion sale.—*S. P. Dunham & Co., Trenton, N. J.*

A three cent sale.—*Hahne & Co., Newark, N. J.*

Stock re-arrangement sales.—*W. H. Scroggie, Montreal, Canada.*

Our semi-annual half-price sale.—*The Hub, Trenton, N. J.*

Sensational clothing sale.—*Weitzenkorn's, Wilkes-Barre, Pa.*

Half yearly clean-up sale.—*Hamburger's, Los Angeles, Cal.*

Alteration sale.—*Peterson's, Minneapolis, Minn.*

Reduction sale.—*Maher Bros., Utica.*

Carpet clearing sale.—*Fowler, Dick & Walker, Binghamton, N. Y.*

Our great summer clearance sale.—*Jonas Long's Sons, Wilkes-Barre, Pa.*

Mammoth mid-summer clearance sale.—*Lazarus Bros., Wilkes-Barre, Pa.*

Our mighty sale.—*Chas. Finberg Co., Wilkes-Barre, Pa.*

Odd trouser sale.—*Capital Clothing Store, Montgomery, Ala.*

Twenty per cent. discount sale.—*Blumenthal & Co., Marion, Ind.*

Cash clearance sale.—*Waldmans Bros., Troy, N. Y.*

A "hurry up" sale.—*The New Store, Minneapolis, Minn.*

Red figure sale.—*Eastman Bros. & Bancroft, Portland, Me.*

Winding-up business sale.—*Eilerman's, Minneapolis, Minn.*

Reconstruction and enlargement cut price sale.—*Moore & McLeod, Charlottetown.*

A stupendous reduction sale.—*Philadelphia Cloak and Suit House, Scranton, Pa.*

Let-go sale.—*B. B. Pyle & Co., Denison, Texas.*

Odd and end sale.—*Stewart Bros., Columbus, O.*

A disappointment sale.—*Schipper & Block, Peoria, Ill.*

Manufacturers' unloading sale.—*King's Newark, N. J.*

Fifteen minute sales.—*The Star Store, New Bedford, Mass.*

The sale of sales.—*F. Auerbach & Bro., Salt Lake City, Utah.*

The money-raising sale.—*The Beall-Livingston Dry Goods Co., Columbus, O.*

Tearing down, rebuilding, enlarging, expansion sale.—*James McLean & Sons, York, Pa.*

The rummage sale.—*W. H. Keech Co's, Pittsburg, Pa.*

Cotton carnival.—*W. V. Snyder & Co., Newark, N. J.*

A clearance sale.—*The Young Quinlan Co., Minneapolis, Minn.*

An extraordinary necessity sale.—*The N. P. Nelson Co., Galesburg, Ill.*

Expansion sale.—*Barnard, Sumner, Putnam Company Minneapolis, Minn.*

Here goes for a rousing old-fashioned, money raising sale.—*The New Store, Minneapolis, Minn.*

Week of great sales.—*Frederick Loeser & Co., Brooklyn, N. Y.*

SALE NAMES

GENERAL INTRODUCTIONS

Growth is the watchword of the Hecht stores. It has been the policy from the beginning to ever and always live up to the ideal of "greatest service to the greatest number." And it is in following out these lines that we to-morrow morning inaugurate the new department devoted to canned goods and fancy groceries. The special prices we have made for the opening day have never had a parallel. We wish to make everyone in Washington acquainted with this department, promising the saving of many dollars—and not only that, but placing before them another evidence of the liberality that has made this business so great—whether your purchases are made in this new department or in any other of the half hundred departments, you can say "charge it," and feel that your convenience will be consulted in paying.

—Hecht's, Washington, D. C.

Autumn's newest novelties are here, many of them—more than at any other three Portland stores—and many more are coming in daily. Too early for formal openings! but none too soon to see myriads of the world's newest things spread out over four vast floors. The liberal early buying indicates that thousands not only prefer to choose from early offerings, but know well where come they must for the choicest of the season's novelties. We are splendidly ready for the early buyer who prefers to come in and "shop 'round" before the formalities of the grand openings next week. Europe and America—yes, and parts of Asia—have contributed their best products, and our facilities for buying and distributing vast quantities of worthy merchandise insure the patrons of this store the advantage of exclusiveness, as well as the benefit of low prices.—*Olds, Wortman & King, Portland, Ore.*

We do all the planning and scheming for you—we've solved all little problems that stand between you and the best for the least. That's why we can say to you, come and buy merchandise here of unquestionable merit as low as, if not lower than you can buy goods elsewhere where the guarantee of perfect satisfaction is lacking. We want you to feel at all times that no sale is considered consummated here until you are thoroughly satisfied.—*Simpson Crawford Co., New York, N. Y.*

It will certainly be of great profit to you to study the buying advantages this advertisement offers, because we can safely say—and the items prove it—that at no store have been gathered such a wonderful array of bargains for your immediate wants.—*Simpson Crawford Co., New York, N. Y.*

The best advertising we have is the kindly recommendation of our friends. One tells another and we witness every day the power of that influence. You never read an advertisement of poor clothing—strange, too, for there's more poor than good. Ours is as good as our best energies, ability, knowledge and experience can get.—*Hall & Herrick, Springfield, Ill.*

Keep in mind the facts that we do not admit to our stocks anything that we would not recommend. That our prices are the lowest that could possibly be quoted compatible with a standard of merchandise worthy of our guarantee. That if you buy merchandise here and find it unsatisfactory when you get home you may return it at once in salable condition along with duplicate check and receive your money back. Could anything be more fair than that?

—Emery, Bird, Thayer Co., Kansas City.

We told you so! The rush to get ready for the hot weather commenced yesterday, and no mistake. We engaged all the extra help we could gather, and still the throng pressed in. Of course the character of the goods and small prices have something to do with the rush, but spring hung her banners in the sky and the response was instant. This is a glad world if you will only get in step. The lilacs in their dainty purple are out and the laughing dandelions say "Cheer up! Cheer up!" This is the merchandising mood of this store, and you will find it as profitable to trade here as it is pleasant.—*A. D. Matthews' Sons, Brooklyn.*

With the opening of the new spring season we wish to thank you for your remarkably generous patronage in the past, and to invite you to inspect our splendid new stock, whether you buy or not. We are glad to welcome you, and feel proud that through so many years you have each season taken our word on the value of our merchandise. Trust us once more. Our word is as good as our bond.—*Edward Wren, Springfield, O.*

GENERAL INTRODUCTIONS

The biggest bargain opportunity ever heard of.—*Wm. Doerflinger's, La Crosse.*

Spicy bargains.—*Jacoby Bros., Los Angeles, Cal.*

Euwer, he holds the goods. All carpets during this sale will be laid away and held until you are ready for them, by paying one-fourth down.—*The Euwer Store, Youngstown, Ohio.*

Every offering we make is as genuine and straightforward as if it was an affidavit for a court of justice. If you buy of us once you'll be so pleased with your purchase that you'll buy here always.—*Devend-Kuschmann Furniture Co., Moline, Ill.*

A short story. A gentleman and wife stopped in front of our show windows the other day. Weren't coming in, at first. "Looks high-priced," the man said. Finally decided to venture in. The rest is soon told. Bought liberally—went out delighted. Have you visited this store yet?—*H. E. Scholle & Co., Chicago, Ill.*

Appetizing bargains.—*Crawford's, St. Louis, Mo.*

Bright with bargains.—*New York Cash Store, Colorado Springs, Col.*

Red hot sale.—*The Hocker-King Dry Goods Co., Denison, Texas.*

A rousing sale.—*Cohn's, Salt Lake City, Utah.*

Sparkling seasonable specials.—*Good-fellow's, Minneapolis, Minn.*

Bargains gems of the most brilliant hue.—*The Busy Corner, Washington.*

Our stock is like a river—always moving.—*J. Waterman's, Bangor, Me.*

"Keep cool" wearables in profusion.—*Steiger's, Westfield, Mass.*

Crisp news for to-day, but scintillant with seasonable economies.—*Siegel-Cooper Co., New York.*

A winning combination, the sterling qualities of all goods offered here and the stirring prices that go with them.—*H. Batterman, Brooklyn, N. Y.*

If low prices attract you—if a large variety pleases you—if an assurance of reliability appeals to you, then your own self-interest should prompt you to turn to Tonkin's for every clothing or furnishing need.—*Tonkin's, Butte, Mont.*

Echoes from the three matchless clearance sales.—*Hamburger's, Los Angeles.*

"Quality the maximum, price the minimum."—*Titche Goettinger Co., Dallas.*

True economy is not so much in paying the smallest price, but in paying the

smallest price and getting the best merchandise.—*Abraham & Straus, Brooklyn.*

Why is our great store continually crowded? As the needle follows the magnet, so does the public follow the greatest values. We never lose sight of that fact—hence we offer values that tower—simply tower—above competition.—*Adams & Co., New York.*

For go-aways and stay-at-homes.—There are lots of big and little things that the average man and woman doesn't think of when going on a journey or preparing for a holiday that would minister greatly to their comfort if they did happen to think of them in time. We play the role of suggestors, and here are a few suggestions for July.—*J. N. Adams & Co., Buffalo, N. Y.*

Prices, for they have drawn the crowds and packed the store. Pluck it requires to put the knife into values so that not a vestige of the profit remains. Principle to chalk the line and hew close to it, let the chips fall where they may. Imitators will spring up, pirates may attack us, but the public recognizes the legitimacy of our sale, and shows its approval by its generous patronage.—*Boucher, Butte, Mont.*

Doing the greatest summer business in our history—and doing it with the least noise and fuss and trouble. That's a well nigh perfect system at work. Delays are annoying at any time, unbearable in summer. So we have learned to hurry orders—to rush those that come by phone or mail out by the earliest delivery, to give the quickest service to those who come to the store. But we have learned to hurry carefully—to give the quickest service and at the same time not to forget that Loeser service must be the best service. Whatever you need in clothes or home furnishings to make you comfortable is here. And all through the store great under price sales present economies that are remarkable.—*Fredrick Loeser & Co., Brooklyn, N. Y.*

In addition to sharing our bargain-driving with you, we guarantee every suit you buy, regardless of its price. You simply can't lose. That's the way we want to be, and we're always here to stand back of any statement we make in our advertising.—*14th Street Store, New York.*

In all our dealings we consider to-morrow; we consider our reputation; we consider your future patronage; therefore, we sell garments only on what you and we can depend.—*Wells & Coverly, Co-choes, N. Y.*

GENERAL INTRODUCTIONS

The difference between a legitimate bargain and the imitation is as radical as the difference between vice and virtue.
—*Douthett & Graham, Youngstown, O.*

A poor article is no bargain at any price.—*Sterling Cash Grocery Co., Munice, Ind.*

Any store can put big stories into the papers, but no firm can show you the styles nor save you the money we can. Don't take our word for it. Compare our goods and prices with those elsewhere, then be your own judge.—*Shannon's, Columbus, Ohio.*

Use Jacob's stock as a measure stick. Using our stock as a measure stick with which to measure any other stock in the country and you'll find two things—they will fall short in variety and completeness and in prices article by article.—*Jacob's Pharmacy, Atlanta, Ga.*

It's our intention that every customer shall receive full value for every dollar spent under this roof for furniture, carpets and housefurnishings. We value the enduring appreciation of those who transact business with us. We sell good reliable goods at just and honest prices. An examination of our stock will readily prove this.—*French & Bassett, Duluth.*

Get divorced.—We know a man will stand a lot from his wife before divorcing her, and he often stands a lot of bad treatment from his favorite store before divorcing himself. There is a regular Dakota divorce business going on here. We are winning many old time, staunch customers from other stores. We make the change easy. We give more value, more courtesy, more change.—*Frank N. Simmons Co., Cincinnati, O.*

Character in Commerce.—The worth of a store, as of a man, depends on character. The growth of the "S. & M." store proclaims its character. Growth is the sign-manual of health. Only the healthy seed and the well-nourished shoot produce the strong plant.

The essence of commercial health is fair dealing. Commercial growth is nourished only by intelligent management and enterprise. Years of commercial health—honest dealing in the best goods at the fairest prices—have given the "S. & M." store its sound constitution; its giant stature has been attained by alert enterprise and intelligent direction.—*Schlesinger & Meyer, Chicago, Ill.*

With us every day is market day. We don't set aside certain days to give bargains. Every day you will find our prices decidedly lower than any other store in the city. This may be pretty

strong argument but we stand ready to back every assertion we make, be it ever so strong. A comparison of quality and price is the only way to convince yourself.—*Cramer & Rogers, Trenton.*

Up held by quality.—*The May Co., Cleveland, Ohio.*

Values that overtop them all.—*The Palace, Spokane, Wash.*

Great strenuous September sale.—*Ewer's, Youngstown, Ohio.*

Snap-shots at autumn attractions.—*Goldsmith's Bazaar, Scranton, Pa.*

Of interest to men of an economical turn.—*Dunn, Taft & Co., Columbus, O.*

Attention-compelling values.—*The Broadway Department Store, Los Angeles, Cal.*

Hitch the dollar to a bigger load than it ever pulled before.—*Newman's, Brooklyn, N. Y.*

Choice opportunities for the belated buyer.—*Adam, Meldrum & Anderson Co., Buffalo, N. Y.*

The money-wise will need no second bidding to avail themselves of the many extraordinary values this Friday's weeding-out process brings.—*Goldenberg's, Washington, D. C.*

This store's reputation has been built upon the goodness and cheapness of the merchandise it sells. It's the honest policy of this establishment that attracts people here—and induces them to come back.—*Rosenbaum Co., Pittsburg, Pa.*

August attractions in the under-price store.—There's no August apathy about the happenings in the Under-price Store. The stream of midsummer merchandise flows through it in a broad, deep tide. You can't help being swept along by the current, in the direction of economy and satisfaction.—*Wanamaker's, New York.*

A pleased customer is a good advertiser.—*J. P. Cronin, Binghamton, N. Y.*

That's the word that charms; exclusive.—*The Wanamaker Store, Philadelphia, Pa.*

You are always welcome here, and you are never importuned to buy.—*Gable & Co., Altoona, Pa.*

We can give you just as much satisfaction as our old customers have been getting these many years.—*Combs Lumber Company, Lexington, Ky.*

Quality never loses its charm. A well made garment is a constant source of pleasure—a poorly made one, one of constant regret.—*Jas. Boyd, Denison.*

GENERAL INTRODUCTIONS

Goods well bought are easily sold. Such we buy and such we sell.—*Fairley Bros. & Fairley, Colorado Springs, Colo.*

The buying public has never been duped into accepting a spurious value here. If you see an article advertised in our Daily Store News, rest assured that we appreciate the expense of newspaper space too highly to allow any but the worthiest offerings to appear. Here are to-morrow's trade-getting items—with profits leaning interestingly your way.—*L. S. Plaut & Co., Newark, N. J.*

We started this sale with thousands of pieces of the best furniture ever displayed. We have sold constantly and fast from it since without making any appreciable impression on the assortment. To-day the variety seems as large as when we commenced, of course, we know it is not, but it seems to be. A customer will be exacting indeed who fails of finding what he wants here.—*Duff & Ropp Furniture Co., Kansas City, Mo.*

A word about fall goods.—A complete transformation has been wrought. The summer things of yesterday have given place to the merchandise that hints of turning leaves and hazy atmosphere; and, although the autumn harvest even at this early date is strikingly comprehensive, it is to our notion of things still incomplete. The finished showing is but a matter of days, however, for every hour unfolds something interestingly new. In a word, we are ready if you are.—*L. S. Plaut & Co., Newark, N. J.*

This colossal collection was carefully compiled.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

Glance through our ad—your glance will change to a searching look.—*Szold & Son, Peoria, Ill.*

There are numberless other values not advertised that are just as strong.—*The Fair, Chicago, Ill.*

Everything is in fine fettle. We're ready—yes, splendidly ready—with one of the grandest expositions of bright new autumn merchandise it has ever been our pleasure to announce, and we extend you an invitation to attend our third annual fall opening in the new store. You will find us prepared to fit you out from top-to-toe with the most beautiful creations of the master minds of the world of fashion. European ingenuity and American skill have combined to make this an event that will long be remembered by Newark folk, and the lessons in economy which we shall teach here during the coming week will be both pleasing and convincing. You'll come—of course,

you'll come—and marvel at the immensity of the display made possible by our far-reaching influence on both sides of the Atlantic, and not the least important feature of this great occasion is our invariable policy of selling on a margin of profit so close to cost as to prove positively that Newark shopping is profitable.—*Hahne & Co., Newark, N. J.*

Owing to circumstances over which we have no control—the weather—our remnant sale will be continued Wednesday.—*Hirschmann Bros., Binghamton.*

Small wonder that in the face of the steady advance of incoming fall merchandise, prices on summer goods yet remaining should totter and fall.—*The New Store, Minneapolis, Minn.*

The fairy who presides over low prices planned that this Red Tag Sale should outdo all previous Red Tag Sales, and that is just what it is doing.—*Stern & Bernheim, Altoona, Ga.*

We are "cleaning house" and there are many pieces to move; we would rather move them to your house than to some other part of the store; hence low prices as a result.—*The York Furniture Co., York, Pa.*

How do we undersell? Buying in wholesale quantities and paying spot cash. Money talks, and if you understand its language, you will do well to heed when it speaks in such positive tones of economy.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

A growing store, and why? We intend that this store shall always be one of the sights of Williamsport—the best store for the supplying of personal or household needs. Sensational? No, strong—a helpful store. We hear it every day that Bush & Bull prices are the lowest prices. This is natural. If a store had not made itself necessary, there would be no room for it. You make stores grow.—*The Bush & Bull Co., Williamsport, Pa.*

Another aggressive Monday.—Do you know where we get that word "aggressive"? Of course, you don't. It came to us this way:

One day this week a gentleman, strolling through the store, said to one of our people: "You folks are the most aggressive storekeepers in this big city. I pick up a paper and the first thing I notice is one of your great pages. You should see my wife go through the page. It would interest you. The way you have of bringing people to your store is what I call aggressiveness."—*Joseph Horne Co., Pittsburg, Pa.*

GENERAL INTRODUCTIONS

In the keen desire to do better by you than other houses dare to, we've cut prices down to the "point of least resistance" to flow the goods out and bring you in. And you mustn't lag in the race for these good things or you'll find yourself unable to grasp the offered advantages; for the bell rings each hour in and out with sharp strokes of warning; and its tones mean that prices fly back to regular with the first beat of the gong. You'll make money coming here and buying such bargains as these all the day long.—*The Furst Co., Jersey City.*

This store is a perpetual exposition of the newest and best merchandise from every part of the world. Exact information is what we give you, as exact as the time table of a railroad.—*Simpson Crawford Co., New York.*

All in a nut shell. This store, in connection with eight other stores, having such enormous buying and selling facilities enables us to be known as "The store that saves you money."—*Household Outfitting Co., Scranton, Pa.*

Investigate our new ideas, easy terms, liberal treatment, large assortments in every department, and the general matters of modern, up-to-date live merchandising, and you will find that we have left our would-be competitors so far behind that they cannot be seen in the race for public favor.—*Krieger & Co., South Norwalk, Conn.*

"Things are not always what they seem," wrote some sage. Here is another: "Things are not always what they are represented." Experience has taught us that it is business policy to be fair and square in all dealings. To be reliable is an enviable reputation. This store makes good every claim we make. We are striving to obtain a reputation for fair and honest dealings. We make no misrepresentations, at least it is never our intention to do so, and if you are dissatisfied we make good every claim.—*Charles S. Sleepy, Parkersburg, W. Va.*

All the goods offered in this sale are fresh, new and up-to-date, and everything is going at an extraordinary bargain. We are bringing forward for rapid clearance our highest grade and most seasonable merchandise. We have been left with an unusually heavy stock, and we will shatter all bargain records in clearing them away in haste. Prices cut far below the profit line.—*L. J. Brandeis & Sons, Omaha, Neb.*

Last week is this week! Rather, this week is the last week of our great 25 per cent. discount sale. There's real

worth in our offering. Does money-saving interest you? If it does, investigate. Here are honest goods, full of value, with even an honest profit frozen out of them.—*Scharps, Galesburg, Ill.*

You will remember we guarantee complete satisfaction on everything we sell you, or your money will be refunded.—*Hallenstein Furniture and Carpet Co., Joliet, Ill.*

Enterprise, energy, economy, coupled with advanced ideas—conscientious in details and studying your every comfort—make quick selling here.—*Reynold, Troy, N. Y.*

Watch our advertisements—they are dependable. We only use the superlative when it can be used advisedly. When we say "Best" it's a fact; not a phrase.—*Stickley Brandt Co., Binghamton.*

That firm has the best claims to commercial supremacy that is always first in the field with new merchandise, best qualities, lowest prices, and above all—honorable store methods.—*The Hamburger Store, Los Angeles, Cal.*

The voice of the people. It has spoken, and in unmistakable tones, that the "Big Store" is pre-eminently the people's great shopping center, where every want of the person and the home can be filled.—*Siegel Cooper Co., New York.*

Right now in the heart of the season, when fashions are at their prettiest is when this store is at its best. There is a certainty that what we sell is correct and what you buy will please.—*Campbell Bros., Woodstock, Ont.*

You cannot become an expert on furniture, but you can deal with a house that sells on honor as we do and feel assured that what you buy is the kind you want, and that the price is as low as shrewd buying and careful business judgment can devise. Visitors always welcome!—*The Grenewald Furniture Company, Salt Lake City, Utah.*

The foundation of good store keeping is to have the right thing at the right price, at the right time. If you will drop into our store we will satisfy you that this is the way we are keeping store, and if you don't get served quicker, better and at lower prices than elsewhere, we won't ask you to come again.—*The Central Store Co., Youngstown, Ohio.*

A garden of economy. Every item, every line below, shows a possibility of economy, and this store is a whole garden of such possibilities. So gather the seeds. Read the list.—*The Robert Simpson Company, Toronto, Ont.*

GENERAL INTRODUCTIONS

A woman once asked her husband, "If I should die, would you ever marry again?" He hesitated in answering, and she continued: "If you did, you would never get another wife to look after you as I have." "No," replied the husband, "not if I could help it." A great many people do many things because they cannot help it. But we maintain that there's no excuse for doing a great many things simply because it "can't be helped." For instance, we could never see any advantage in buying merchandise that lacks quality. In the end it's bound to prove unsatisfactory. If we cannot sell merchandise that we can guarantee to give satisfaction, we will not sell it at all, because we want your good will whether you buy here or not—whether you are another store's regular patron or ours. We know if we sold you merchandise with the quality requisite lacking you'd not trust us ever afterward. The tremendous buying power of this great organization permits of our selling merchandise that possesses quality in the superlative degree at prices lower than you'll pay for admittedly lower grades at the minor stores. That's why we make and keep so many patrons—why our aisles are always comfortably filled with busy shoppers—why this business has grown to be the largest on the Pacific Coast.—*Olds, Wortman & King, Portland, Ore.*

The first essential is quality and quality is paramount with us.—*The Palace Drug Store, Canon City, Colo.*

Again we have asserted and ratified our right to life, liberty and the pursuit of bargains. Those of us who have come safely out of the deadly perils of the Fourth—far more widespread than a hundred years ago—are to-day willing to take advantage of every opportunity to make up for the cost of holiday pleasures. Wanamaker's starts right in, this morning, to make this a month of extraordinary offerings—clearing up stocks for the season; taking advantage of manufacturers' necessities; creating store events that will compel public attention, whenever the signs of lethargy appear. It is going to be a month when your personal interest demands that you watch Wanamaker's.—*Wanamaker, New York.*

Can you guess what this common-looking, lifeless bit of paper and printer's ink would say if it could talk? I think they'd congratulate each other that their mission had proved a success; because the first two of four essentials of a good advertisement are that they "get seen" and "get read." But the last two, "get believed" and "get the reader—you—to

do something" are even more essential to accomplish the mission of this talk.—*W. H. Probst, Middletown, Pa.*

Six live buyers in four of America's liveliest manufacturing centers are furnishing the fuel that will keep red hot all our July movements. To-day we are again busy and we have many new lots to interest you with. Know you'll like the way we spring up new things on you from day to day. To-day again we are sailing fast.—*F. E. Mistrot, Galveston, Texas.*

Good morning to you! An immigrant who had never seen a mule, landed in this country and beheld a farmer leading one. "What's that?" asked the immigrant. "A mule," quoth the farmer. "How do you raise them?" "Hatch them from pumpkins."

The immigrant, stealing a pumpkin from a nearby field, took it into the woods and sat on it for weeks, hoping for a fine large mule. Week after week went by and no mule. At last, in disgust, he hurled the pumpkin down a hill, rolling and bumping down until it struck a stump and smashed to smithereens, and from behind the stump dashed a frightened rabbit. "Come back here, come back here," yelled the immigrant, "I'm your father!" It is well not to count your chickens or many other things before they are hatched. When we do know what will turn out as we calculate, we are lucky. From a gold mine to a peanut, there is always a possibility of bitter disappointment for someone. That is why the advertisements of a great store are vitally important. If its customers find what they expect from its advertisements, they are pleased and their patronage never wavers. That is why we make ours tell the truth.—*J. N. Adam & Co., Buffalo, N. Y.*

Flash your order to us by wireless telegraph. If no station in your vicinity take the first car coming to "The Busy Store." Conductor knows where there are doings going on. Hurry up—don't delay.—*Stewart Bros., Columbus, Ohio.*

What you pay is not by any means all there is in the game of bargains. But what you get—that's what really counts.—*Kepler, Peoria, Ill.*

Straws show which way the wind blows, and we scatter them so freely Monday that 'twill be no effort to locate the direction.—*The New Store, Minneapolis.*

We have heard of sales and sales, but nothing like this one. This sale is straight from the shoulder—honest, bona fide, reliable, a money-maker for you.—*The Puritan Shoe Co., Saginaw, Mich.*

GENERAL INTRODUCTIONS

We do lots of business, and the reason why, is because honesty is our motto.—*The Columbine Music Co., Pueblo, Colo.*

Our methods of doing business: Quote the very lowest prices. Quality the best, in consistence with price. Easy paying terms, to suit everyone. Things we always aim to do: Treat everyone courteously, make all purchases satisfactory. Make permanent customers from every sale.—*People's Furniture Store, Des Moines, Ia.*

Our individuality. Without decrying what other stores do not do, we ask the public to judge us as to ourselves alone. We may make some mistakes, but we are always willing to rectify them—for it is a fundamental principle of our business to deal frankly, truthfully and honestly with all.—*The Hamburger Store, Los Angeles, Cal.*

If you have more than one purchase to make, ask the first salesperson for a transfer book. She will enter your name and address on it, and on the sales slip of the article you buy. Each time you make a subsequent purchase, it will not be necessary to give your name again or any directions. The salesperson will simply tear off one of the numbered pasters in the transfer book and put it on your package. So you go through the store—no paying or waiting for change, no packages to carry, none of the little annoyances that sometimes make shopping tedious. When you are through buying, any aisle man will direct you to the desk where the whole bill may be settled at once, and you may either have all your purchases to carry with you or have them sent through our delivery. If you have a charge account, or the goods are to be sent C. O. D., it is not even necessary to do that. Any aisle man or salesperson will take your transfer book and see that it gets to the right person. The transfer is a convenience for you and for us, too. It enables us to collect all your packages together and deliver them in one lot—the very first delivery after we get your transfer book back. It enables you to save all the time usually spent in repeating your name and address and in waiting for change. It is a bit of the store service that should be more universally used.—*Frederick Loeser & Co., Brooklyn, N. Y.*

"Bring those colors back to the line," roared the captain in one of the great battles of the Civil War to the dauntless color bearer, who had gone far ahead of his company. "What's the matter with bringing the line up to the

colors?" was the retort. This store long ago was too small for the business going on. Good old friends said, "Spike your guns, hold your ground and take things easy." "No," was the reply, "there is too much to do that's worth doing. You can't bottle up the sense and enthusiasm of the men and women who lead this business." And now the building is being brought up to the business. Last year the same lazy advice came again. "Let the business halt—temporarily while re-building—you can regain it all afterwards." Remembering that color bearer again, we said: "There is something in this business that won't let it stand still." "It is going on, and on, and on; we must keep pace with it by providing quarters somehow," and with all the condensing and shifting about during the past year the business still forged ahead month after month, the June just closing being far ahead of other years.—*Wanamaker, Philadelphia, Pa.*

Invincible bargains.—*F. Auerback & Bro., Salt Lake City, Utah.*

Tremendous bargains.—*J. M. High Co., Atlanta, Ga.*

A whirlwind of bargains.—*The Kleinhaus Co., Buffalo, N. Y.*

Brimful of economies.—*Hoyt, Kent, Sefton Co., Cleveland, O.*

Crowd-bringing attractions.—*Frederick Loeser, Brooklyn, N. Y.*

Wantable warm weather wearables.—*The Utica Clothiers, Des Moines, Ia.*

Carnival of bargains.—*D. W. Downey, Brockville, Ont.*

The stock is metropolitan. The styles cosmopolitan. The prices are at the minimum of market.—*The Nebraska, Kansas City, Mo.*

A "look in," and a "try on," and the result will be that you will walk out and be well pleased.—*James Williamson, Peterhead, Scotland.*

Crowds come for vacation needs.—It's a big and busy week. The idea of holding a week of special vacation and recreation supply sales at this time is unique, and has met with great favor. All the departments of the store featuring merchandise appropriate to the season are incessantly busy. People who are going to the mountains, the seashore or out into the country are troup ing here for the many things they will require. Some come for toilet preparations, others for cooler clothing, straw hats, lighters shoes, belts, corsets, under clothes, bathing suits, cameras, game outfits and the many other things needed.—*Siegel Cooper Co., New York.*

GENERAL INTRODUCTIONS

Life, snap, push, energy, are all characteristics of this store. We have no use for a dead and alive sort of a business. We believe nothing succeeds like success. We're after more business and we're getting it. We want you to visit this store; make yourself at home. You are just as welcome whether you look or buy.—*J. B. Hill & Co. St. Thomas.*

It would be a difficult task to adequately describe the great possibilities for advantageous buying that await you in this store to-day. Every item, even to the smallest detail that goes to make our stock complete and our store-service perfect, has received the most careful attention. Nothing useful has been omitted, nothing superfluous has been included. The newest and best spring goods are here in the widest varieties, at the lowest prices possible.—*Bergerman Bros., Pueblo, Colo.*

Every day this store wins new friends—discriminating buyers who have been taught by sheer force of values and qualities, that it is to their interest to trade here. The good things in this store are not spasmodic; on the contrary you will find them here every day in the year. We would count that day lost on which we could not show some improvement—an advancement that will help us serve you better than any other store on the coast. We run this store to suit you—that's why you are privileged to bring back anything which home judgment tells you do not want, whether the mistake is ours or yours. That's the spirit of this store.—*John Breuner Co., Sacramento, Cal.*

Every item on this page spells E-C-O-N-O-M-Y in blazing letters. Today begins the new business year of the Hengerer Co., and we show our appreciation of your splendid support by presenting a page of items that for absolute worth stand unrivaled. Weigh this fact well. Here is no undesirable merchandise, the accumulation of seasons past, rejected by the purchasing public. Every item is fresh, clean and bright, a large share bought under the most favorable circumstances for this very sale. Keep this fact ever before you—that every reduction is a genuine reduction. There is no juggling with values here. As you read it here you'll find it at the Hengerer store when you come to buy. Our regular prices are low—none undersell us. Judge then as you read every item below, what a money-saving opportunity we are presenting. Ready Wednesday morning at 8.30. Gold or green stamps as you prefer, with every

cash purchase.—*Wm. Hengerer Co., Buffalo, N. Y.*

The buying power of money is at its height just now. Dollars are doing double and triple duty—yes, even more. In our determination to make immediate clearance of many lots of winter goods now on hand we are cutting prices down to the lowest notch. In addition there are many sales now in progress including furniture, refrigerators, domestics, silks, etc. If you have any regard for economy you will make it a point to see for yourself the splendid values to be had throughout this big establishment.—*Lit Bros., Philadelphia, Pa.*

The Mannheimer guarantee. Every purchase can be made with perfect confidence that every article will be sold as low or lower than the same article or pattern can be had in any other St. Paul store on the day of sale. Quality for quality, we guarantee you in every case our prices to be the lowest.—*Mannheimer Bros., St. Paul, Minn.*

"Crisp as new money." The writer mingling in the thick of the throng, in order to overhear and record the comments of disinterested visitors to the sale of muslin underwear was struck with the spontaneous metaphor "Crisp as new money." Uttered by an appreciative woman as she surveyed the wide-stretching heaps of garments. She hit it off accurately and epigrammatically.—*Gilchrist Company, Boston, Mass.*

A Money-saving celebration of the Glorious Fourth of July.—There will be a daily explosion of prices in all departments, and profits will be rent asunder. A razzling, dazzling pyrotechnic display of values will be in constant action. Your attention is called to a fragmentary portion of the good things we have. We can save you money to blow on the 4th.—*Strouse Bros., Evansville.*

Coming sale for the "Fourth."—Our celebration of the "Fourth" is a celebration of low prices. It's unique. For celebrations go up in the air. Ours come down. On Saturday you may see what it all means—a booming sale—popping prices—all that you may the more thoroughly enjoy the noisiest day of the year and the only holiday in summer.—*The Edw. Malley Co., New Haven, Conn.*

For practical Christmas presents this collection would be well worth while at regular prices. At the astonishing prices we name, they are prizes that should not be missed. We believe them to be the greatest values ever offered to such a time.—*Abraham & Straus, Brooklyn.*

GENERAL INTRODUCTIONS

Tremendous eruption at the novelty store.—*The Novelty Store, Bangor, Me.*

All over the house marvelous values are cropping up.—*Bon Marche, Washington, D. C.*

Bouncing values.—*The National, Columbus, O.*

Success-assuring sale of sales.—*Wm. Doerflinger's, La Crosse, Wis.*

An August whoop 'em up sale.—*D. Roy Bowlby, Davenport, Iowa.*

Bargain spots in every stock.—*Boston Store, Binghamton, N. Y.*

The bargain bell is ringing.—*Old South Clothing Co., Boston, Mass.*

Values given that are absolutely unparalleled.—*Gusky's, Pittsburg, Pa.*

A quick telling for hasty selling.—*Whitehouse Dry Goods Co., Spokane.*

These items bespeak money-savings of the most vivid character.—*Livingston Bros., San Francisco, Cal.*

Ideas, force desirable merchandise to the verge, and prices shrink accordingly.—*The New Store, Minneapolis, Minn.*

More solid bargains to the square foot here than you'll find anywhere up and down Brooklyn.—*Batterman's, Brooklyn.*

A brilliant period of peerless retailing. Every item a marvelous value, allowing savings sensational in the extreme.—*The Leader, Butte, Mont.*

School helps at lowest prices.—Let the boys and girls do their own shopping. They enjoy and profit by the experience. We have gathered together in generous variety every known help that will make school work easy and pleasurable. Prices, too, are the lowest possible.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Presto, the transformation is complete, summer has gone, autumn has come. More packed than ever, this store presents an autumn dress with things suitable to the season. But we haven't forgotten the power of little prices, and the force that will blow this grand stock to scatteration all over this county are the littlest prices in New Jersey or New York.—*Gilmore & O'Keefe, Jersey City.*

The first of February has come and gone, with a complete change in the management of this business, and yet nothing suggestive of fireworks. We were told it would be a mistake to do things quietly, that what Montreal needed was a thorough awakening, and that everything depended on the way we started out. Perhaps so, but if we do things different from that it'll be to do

things better; and before the year gets very far advanced we shall give substantial evidence of what we can do. Instead of waiting for changes and improvements we start right in doing business with practically the same goods and people. Because of our determination to open up the spring's business with an entirely new stock, our particular attention is just now being given to the immediate disposal of such goods as are at present in the building. No matter what their apparent value may be they are being priced for an immediate sale.—*The John Murphy Co., Ltd., Montreal, Can.*

Quality is the fundamental principle in good storekeeping as in farming.

It costs no more, in the transportation, handling, warehousing, insurance, number of people employed, display and advertising, for good qualities than for poor.

Dealing may safely be closer in good quality stuffs; quantities may safely be larger; satisfaction and good-will will assuredly be greater.

Quality is our watchword!—*Wanamaker's, Philadelphia, Pa.*

A little talk on quality.—There are a great many places where you can buy goods at extremely low prices, but experience, except in rare exceptions, teaches us that the goods are worth no more than the low prices paid for them.

Sometimes we wonder when reading in others' advertisements glowing descriptions of articles that they are selling, but when these goods are compared with our line of the same articles ninety-nine cases in a hundred we don't wonder long. Ours has the quality—theirs has not.

Price is only one of the things to be considered, for if you fail to get the quality you simply throw away good money, no matter how small the amount may be. Therefore, our policy is, and always has been, to sell the Right Quality at the Right Price, and you find invariably that a lower price than ours means also a corresponding lower quality. It is the combination of prices and quality in which this store is strong.—*Chamberlin-Johnson-Du Bois Co., Atlanta, Ga.*

Test it as you will, you'll find my work will please you.—*W. F. Kabley, Fall River, Mass.*

There's no use disputing about tastes—especially if they are my tastes.—*The Shopper's Philosophy.* Take these chances while they last.—*Edw. Malley Co., New Haven, Conn.*

GENERAL INTRODUCTIONS

It's useless seeking for better than Yard values.—*Yard's, Trenton, N. J.*

There's a great deal of merchandise made just to sell. A great deal of this kind is sold. The store selling it thinks it is profiting by such sales. The reverse is true. The only kind of goods that it pays a store to handle is reliable merchandise. No store that hopes to forge into the first rank will ever realize its expectations until it ceases to handle "cheap" goods. A low price point is always commendable, providing it applies to a trust-worthy article, but to quote low prices at the expense of quality is as dangerous as playing with fire.—*Mandel Brothers, Chicago, Ill.*

It's a common practice in many stores to "cut" the price on some standard article, the object being to attract the people with the bait, then sell them other goods at a big profit.

It's all a part of the circus, like the flaring red and yellow billboards—the idea is to get you inside the tent. "What shall I do?" you ask; "shall I ignore the reductions and thus lose the chance of saving money?"

Of course not; take all the bargains you can get, but watch out for the sting in the other goods.

We don't reduce prices to use the reduction as a fish hook on our customers. Our goods are first marked at a small profit and reduced only when we can buy for less, when sizes are broken, when we are overstocked, or when we have some other sane, sensible reason.

We believe that quality is what counts, and next to that, low price.—*Bergerman Bros., Pueblo, Col.*

Mary had a little corn,

Her feet were white as snow,
And everywhere that Mary went,

The corn was sure to go.
It went with her to church one day,

Though not against the rule,
It made her make up such a face,

They thought she was a fool.

Next day she went to Robinson's

And had it taken out,

For Mary has a level head

And knows what she's about.

—*Dr. Robinson, Haverhill, Mass.*

To-day we present merchandise of divided interest. There are fine new garments for midsummer wear, side by side with some of the most remarkable bargains that we have presented in many a day. Here are some handsome new shirts that will please the man who is looking for something new and nice. And simultaneously we announce the reduction in price of all men's straw hats in

our stock. But by far the largest interest of the week is for housekeepers. The sales of china, linens, summer furnishings and house comforts are of most exceptional character.—*Wanamaker's, New York, N. Y.*

WHY?

Just go to Brown's and buy,

Then you'll not question why
Other stores with him cannot vie,
Couldn't even if they'd try.

They live in a different sky.

Low prices is Brown's cry.

That's the reason their shoes do fly.

Louis Boot, Crescent Oxford, Lenox

Tie, Oh! my!

Just go down town, there you'll spy

Brown's, 309 Market, will catch your eye.

Buy here once, you'll continue till you die.

—*Brown's Parkersburg, W. Va.*

But enough of stale bread. See the new spring goods!—*Schipper & Block, Peoria, Ill.*

Spring goods in bright array to-morrow.—*Joel Gutman & Co., Baltimore, Md.* — Feb. 8, 1903.

The Leader has nothing to do with high prices, but it serves the extremes of trade in clinging to insignificant figures and riding the "high horse" of superior qualities. The best is indeed the cheapest at The Leader, for only the best is presented and everything is cheap.—*The Leader, Minneapolis, Minn.*

It's all wrong to judge the goods before you see them. Come and examine them first, and then make up your mind.—*Scattergood & Son, Mansfield, O.*

Your dollars are bigger this week than they'll be again for many a day. They look bigger to us and they'll buy more for you.—*Ives, Ogden, Utah.*

The store has almost boundless interest for those who care to save largely. The sales of white continues. There are stock clearances in many sections.—*Hochschild, Kohn & Co., Baltimore, Md.*

A man may be fast asleep, but rather slow when awake. Any man, woman or child in this town is slow who does not see the economy there is in buying at Tisdale's and profit thereby.—*Tisdale's, Memphis, Tenn.*

Crossing the Alps of the year's business, naturally there are wounded soldiers—hurt merchandise of every description; odd pieces and ends; and stragglers that got behind in the winter procession. Please take them away out of our road—for next to nothing, considering their real worth.

GENERAL INTRODUCTIONS

If you have money to spend, prepare to spend it now!—*M. Strasburger, Washington, D. C.*

This store news is good news to those with little money to spare, and still better news to those with plenty of money to spend. We are pushing winter goods as hard as the power of low prices can drive them. If you read this carefully and then come and look you will understand the situation better than we can tell it.—*Gilmore & O'Keeffe, Jersey City.*

Many and varied attractions. Each an unusual and unmistakable opportunity. First, what's left of our stock of winter things. Secondly, the surplus stocks of some of our best manufacturers. Added to this, some spring styles that have done their duty as samples, from which the best merchants in the country have placed their orders; and you have the source of to-morrow's attractions. When one says half price, it usually is sufficient inducement; but to-morrow, one-third of the original price is more often the rule than the exception.—*The Hub, Baltimore, Md.*—Feb. 8, 1903.

Take 'Em Away!—All winter goods sacrificed at half value and even less than half value. These goods would not be worth much to us if we had to carry them over to next season; styles change, they get shop worn, occupy valuable space for nearly a year, and, besides, the money we realize on them now we can re-invest in other seasonable merchandise, and turn this three or four times, giving us about four profits during the time that the winter goods would lie dormant on our shelves. We consider whatever we realize out of this stock now almost clear gain.—*Stern's, St. Paul, Minn.*

Good things to test us by.—*Palmer's Viaduct Pharmacy, Atlanta, Ga.*

The economy sign is out.—*Chamberlin-Johnson-Du Bois Co., Atlanta, Ga.*

We'll make things interesting for shrewd buyers all this month.—*Dick's, New Bedford, Mass.*

Going to take stock! It's the signal of a general markdown in prices, and the forerunner of the greatest money saving bargains ever offered in Boston.—*Wolf's, Boston, Mass.*

Last Chance Before Stock Taking!—Big and little lots tumble pell mell over each other for your attention. A mere handful is all we can mention here. You must get your ideas from them.—*S. Kann, Sons & Co., Baltimore, Md.*—Jan. 11, 1903.

Below Zero Things for Everybody.—Alaska atmosphere makes one hunt warm wear of every kind—warm head wear, warm body wear, the very best of cold weather wear here from medium grades to finest make.—*Joseph Home Co., Pittsburg, Pa.*

Stock has ben taken; every single thing from basement to top floor has been counted.

Sharp eyes and prying fingers have brought to the light many articles that should have left the store before this. The men who buy for the store have made mistakes in judging your taste or the quantities you'd use—those mistakes come to the front now.

And so there is rummage.

Into the rummage every such thing will go. To it there'll be tacked a little price that'll send it flying.

Now for Rummage.—All the week the store has been getting ready for the business of the coming six months.

Will you come and rummage? It'll be great fun as well as full of profit.—*The Howland Dry Goods Company, Bridgeport, Conn.*—Jan. 30, 1903.

Before taking stock, which is generally between the 1st and the 10th of January, we have decided to wait two weeks and give the people of Baltimore and vicinity a chance to buy the best manufactured clothing at the lowest prices that were ever offered by any clothing manufacturer.—*Max Weinberg & Co., Baltimore, Md.*—Jan. 10, 1903.

Semi-Annual Clearance Still Continues! Why put off your buying until later when you have about decided what is needed to add to the beauty and comfort of your home. Make your selection now and let us store it for you until you are ready for it.—*M. Megary & Son, Wilmington, Del.*—Jan. 21, 1903.

The fountain runs day and night—all through the year—it ought to be the coolest water in town.

And a fountain on the outside of the door furnishes refreshment to passers-by.

Then there's the soda fountain—everything pure, fresh and clean.—*Schipper & Block, Peoria, Ill.*

Want You to Look at These.—We'd like to emphasize the good values that are spread before you, but all we might say would not do a whit as much as a glance at the goods themselves. Seldom you find such values, and when you do it's always at the "Big Dependable Store"—the store that taught you the real values.—*Tacoma, Wash.*

GENERAL INTRODUCTIONS

A man said he knew Wanamaker's was the best haberdashery and clothing place in town, but did not come here because of the crowds.

We explained to him how the men's sections are reached directly from the street, and that he need not pass through any crowded parts of the store.

Now he is one of our best customers.
—*Wanamaker's, Philadelphia, Pa.*

Of course, you've heard the song, "Any Rags."

It's quite conducive of merriment and somewhat indicative of jags.
But we bring to your notice a theme more topical,
Being the question for warmth and a feeling more tropical.
Don't commence to grow gray, and imagine you are old,
Just because the house is chilly and you feel so awful cold.
But hustle around and chase down to Raymond Bros.';
You can easily find the way, just follow the others;
Try a ton of their solidified chunks of concentrated heat,
One trial will convince you they cannot be beat;
They will wait upon you to the best of their ability,
And get the goods around with their usual agility.
That's right, don't get left. Do it right now.
—*Buy of Raymond Bros., South Norwalk, Conn.*

Tuesday a day full of opportunities for the thrifty shopper at the "Daylight Store."—*Dayton's Daylight Store, Minneapolis, Minn.*

After Stock-Taking means much anywhere—but, most of all, here. Those choice, much-desired bits of merchandise are here, full and plenty. No lack of opportunity—no scarcity of styles—no dearth of values and varieties. Those mean, narrow methods have no place in our broad-scope plans. The "Great Broadway Stores" throw open their doors—a hearty welcome to come and share! The balance of "gain and loss" is in your grasp. Be sure and weigh well in your own behalf.—*S. Kann, Sons & Co., Baltimore, Md.*

"Can't tell me," said a skeptic the other day—"Can't tell me you folks are losing money." "Losing money? Why—bless you, we're losing lots of it—but it's a wise loss. You see, we like to keep stocks shipshape. We drag out all odd lots and small lines. We've made our profits on the hundreds and thousands

that were sold. On the units and tens we lose. But we gain through righting the stock as we want it. See the point? It's as easy to see into as Columbus's egg puzzle, after it's explained. But the world in a sense is better off for skeptics. It's human nature to doubt."—*Kaufmann's, Pittsburg, Pa.*

It is a once-a-year event—held only because we are able to make an offering that in extent and lowpricedness cannot be equaled.

How are we able to hold such a sale—to give such values? It's easy enough—with the know-how. We buy entire remainders of factory stocks; we give makers orders that will use up fabrics they have on hand after their dull season begins; we buy goods underprice and have them made up.

It's all logical—you see—and to your benefit. And better than explanations, better than reasons, stronger than any argument, is the blunt, unalterable fact that you can get, during this sale, fine \$1.00 shirts at 55c. In all sizes. A separate pair of cuffs with each shirt—two pairs with some.—*Hochschild, Kohn & Co., Baltimore, Md.*

Where you can go marketing with your eyes shut and know you're getting the best!—*Wolfersman's, Kansas City, Mo.*

"A tree is known by its fruit." A merchant is known by the class of goods he sells. His reputation for quality, and fair prices, is a valuable asset.—*Fred J. Kiesel & Co., Ogden, Utah.*

Literally Immense.—"Immense"—that's the word for it, and no other could apply to the values we give, the variety of goods for your selection and the efficient service at your command. The result is, crowds of shoppers for heaps of bargains every day. The earlier you shop the better will be the values you'll get. We make new bargains every day. Come at 8 a. m. if you can.—*Scroggie's, Montreal, Can.*

On every floor and in every section you'll find the newest creations and the most novel ideas.—*Rothschild & Company, Chicago, Ill.*

The sale continues. Now for another rousing week. Buying enthusiasm is justified by the preponderance of the bargains given.—*Hartman Furniture & Carpet Co., Chicago, Ill.*

It is because we are our own competitors—crowding prices down even when there is no break in the market—that our prices are lower and values higher than most dealers.—*Winfield & Miller, Winfield, Kan.*

GENERAL INTRODUCTIONS

"Imitation is the Sincerest Flattery." Did you ever know an imitation that amounted to anything or an imitator who was not a weakling? The watchword of the superior business man is truth. To imitate and copy is only a sign of weakness and the very thing in a man or his business to be admired has a mist or eclipse over his face when he adopts the methods of others. This is the genuine, real, worthy—not a copy, not a shadow. "Well, I guess there are bargains here."—*Goldsmith's Bazaar, Scranton, Pa.*

The thought of the future influences every transaction made by this store. If this great business is to continue to grow and to extend into the long future, it is evident that the foundation must be made deep and firm in the confidence of the public. Every transaction is a stone in that foundation. Every satisfied customer adds to the feasibility of our high endeavor: To make this great store stand out conspicuously in the history of this and future generations as an institution whose influence for the elevation of commercial ideas is felt around the world in an ever widening development. Recognizing this, it is obvious that we would sanction no transaction which did not in every way make for the best interests of our customers. Should any transaction be found otherwise by any person at any time, it is far from our desire, and will be readily corrected if our attention is called to the matter.—*Marshall Field & Co., Chicago.*

Bulletin of Bargains in the Great Overstock Sale.—Turn your eyes on the wonderful offerings in this big sale. Use your best judgment in deciding the question of buying. Compare our bargains with other bargains—the town is filled with the cries of bargains—and judge whether or not we are right in claiming the best bargains in really reliable clothing are at the Library Corner.—*John F. Keane & Co., Bridgeport.*

The Clean-Sweep Sale True to Its Name.—Were it not that there are some who never attended one of our clean-sweep sales we would rest content with the simple announcement: True to tradition; for no sale has ever come to mean more to the people than our semi-annual clean-sweep sales. We adopted this name years ago, because it literally and truly described our purpose. The name has been often imitated, but we think for singleness of purpose and honest intent, our clean-sweep sales stand alone. The reductions are unsparing and unlimited, for every department has

been affected. The sale will do full justice to all that these past events have led you to expect, and more, for this has been our greatest Fall and Winter, and in consequence there is a stock of greater diversity, all of which is to be sold during this sale.—*The Hub, Baltimore, Md.*

If all your bones ache,
And you don't want to bake,
And you're feeling all down in the heels,
Just try some Quaker,
From Williams, the baker,
For one or two or three meals.

—*Women's Exchange, Galesburg, Ill.*

Our Watchwords: Better Qualities; Newest Styles; Cut Prices for Saturday. Extraordinary reductions, but just as true as preaching—reductions of true Harvey magnitude. Remnants, remnants, remnants. Still selling remnants in stacks. One lady bought 30 yesterday. There's plenty here for you. Yours, anxious to please, *A. W. Harvey, Denison, Texas.*

The Big Store's Bulletin. This is the people's trading center, because years of experience has taught that absolute confidence can be placed in every word uttered in advertising, that none but trustworthy goods are sold, and that a guarantee passes with every purchase made—make an exchange or get your money back without the slightest hesitation on our part. That is the unswerving policy of the house. Shoddy merchandise, used by many stores to deceive their trade, is not carried in stock and will never be sold at any price. Our customers can always rely upon everything bought at The Big Store, and rest assured that the multi-millionaire has no copyright upon the latest styles. We get them as quickly as anybody and reproduce them in popular priced apparel.—*Siegel, Cooper & Co., Chicago, Ill.*

Advanced Ideas.—The extensiveness of the variety of styles and the exclusiveness of the ideas will immediately impress upon every one the fact that for choiceness this collection is second to none in America.—*Chas. A. Steven & Bro., Chicago, Ill.*

The difference between a legitimate bargain and the imitation is as radical as light and darkness, as vice and virtue. The one is a commercial benefaction; the other is the bane of commercial and sociological conditions.—*John Wanamaker, New York.*

Everything in every department scheduled to go absolutely regardless of value.—*Cohn's, Salt Lake City, Utah.*

GENERAL INTRODUCTIONS

"Off With the Old—On With the New!" Special announcement. The New York store is overflowing with advance spring styles. Not the addenda of former fashions—but distinctly, refreshing, new throughout.—*The New York Store, Crookston, Minn.*

Six Wonderful Basement Bargains. The quantities are limited so we advise an early call. These goods are for our customers' good and we shall decline to supply dealers—and reserve the right to limit quantity to customer.—*J. N. Adam & Co., Buffalo, N. Y.*

Grand Sweep-Away Sale of the May-Stern Floor Stock in anticipation of spring. We have two short weeks in which to accomplish this purpose and prompt action, brisk, vigorous sales, and prices far below the ordinary are essential.—*Spiegel's House Furnishing Co., Chicago, Ill.*

What you see in the papers is only half of advertising, the other half is to back up the statements with the goods. Some stores stop half way. Of course we make money—our prices couldn't be so low if we didn't. It's the unsuccessful store that has to make its prices high.—*Connolly & Wallace, Scranton.*

We've seldom chronicled more noteworthy bargains than await shoppers here to-morrow. Several great purchases in which we enjoyed exceptional price concessions have arrived ahead of schedule time. Though we've a third less selling space we offer buying inducements that will break the best records of any February.—*Schlesinger & Mayer, Chicago, Ill.*

Cold type cannot do justice to these extraordinary offerings the like of which has yet to appear.—*H. Batterman, Brooklyn, N. Y.*

We don't recollect a store offer which came nearer counting right out the money and putting it in your pocket than this.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Do You Love Miss Greenback?—Most people do, because "she's money" and she'll stick to you closer than glue if you're not careless or reckless with her. "Catch the drift?" Money is certainly a mighty nice thing to have, and the easiest way to make it is to save it. And in order to save it you must not overlook Peoria's greatest bargain givers, "that's us." A store that saves you fully 50 per cent. In other words, \$10.00 will buy you as much at this store as \$20.00 will elsewhere.—*The Peoria Salvage Co., Peoria, Ill.*

If you read you'll become enthusiastic about this week's not-buts; that's certain! Don't let a single item in the following list slip your attention. As a safeguard against missing any of the exceptional opportunities, cut out this bulletin and bring it with you when you come. Are they such good things that you should give them such careful attention? Yes, they are. They're not-but's! That means unusual! Greater than "bargain!" Every item in this ad presents an irresistible argument. It tells of a price-saving or an exceptional quality that's too good to let slip by unheeded!—*May's, Pittsburg, Pa.*

The difference in the purchasing power of dollars was never more forcefully set forth than in this store.—*M. B. Emmons Co., Atlanta, Ga.*

"A new broom sweeps clean" is an old adage, but "Old friends should never be forgotten" is another one, and having your trade is the way you should show you have not forgotten me. I will appreciate it if you will only come and see me.—*H. M. Abbott, Atlanta, Ga.*

(And why not indicate that you sweep as clean as any, Mr. Abbott? Editor.)

Don't believe all you see or hear about bargain prices. See the goods for yourself, and don't take any one's word about their value. Some things are dear at any price. We believe our prices are the lowest that can be found anywhere for goods of the same quality. But don't believe it just because we say so. We may be prejudiced. We invite inspection and comparison, and will be satisfied with your decision.—*Jos. Meyers & Sons, Salem, Ore.*

We guarantee the price of everything we sell to be as low or lower than the same article can be bought anywhere else south of New York. If, in a day, or a week, or a month later, you find the same thing lower elsewhere, make a claim upon us, and it will be allowed at once. What fairer, fuller, broader guarantee can we give you? It should make your shopping very safe and secure, especially as we deal in the very best of anything and sell absolutely nothing that has not intrinsic worth.—*The James L. Tapp Company, Columbia.*

We are coming near to Christmastime. The great day is scarcely ten weeks off. When it does come, and even long in advance, you will see here a wonderful Holiday Store, a palace of enchantment, filled with things that delight childhood days and perpetuate the traditions of a Christian people.—*A. Meldrum Co., Buffalo, N. Y.*

GENERAL INTRODUCTIONS

Watch your \$5 bill as it travels through the different departments Monday and note how small is the slice which each purchase clips off.—*Evans, Munzer, Pickering & Co., Minneapolis, Minn.*

A thorough, complete and intensely interesting collection of all the newest conceptions at prices that teach a valuable lesson in economy and clearly illustrate the uselessness of higher prices that must be charged for the same goods in longer lengths.—*Partridge & Blackwell, Detroit, Mich.*

Values of a nature that, were they to emanate from any other source, would be considered sensational, but the Broadway has forced its way to the front and grown from a little one-room store to the gigantic institution of the present time by dispensing just such values as these. The articles you need most may be mentioned in this list, but no matter the nature of your wants you can judge all prices by these.—*The Broadway Dept. Store, Los Angeles.*

Read carefully—consider fairly; act promptly—profit largely; where grocery purity and low prices reign.—*Ginter Grocery Co., Boston, Mass.*

Watch your dollar as it travels through our different departments Thursday, Friday, Saturday and Monday and note how small is the slice each purchase chips off.—*A. E. Graham & Co., Hillsboro, Tex.*

If you've done up your summer frivolities and your summer toggery and are now ready to address yourself to matters of life and dress, here's everything that's new, to embellish your figure without impoverishing your pocketbooks.—*The Utica Clothiers, Des Moines, Ia.*

Little and often fill the purse. Well demonstrated to you by the special advantages, the money-saving opportunities, introduced by our special Friday bargain methods. We go from one department to another singling out the essential and needful items.—*C. S. Hills & Co., Hartford, Conn.*

Would you know the way to bargain land? Then follow the path of the pointed hand, where your promise to pay is as good as gold. And naught but the best in furniture is sold; where a choice of goods is readily made, terms convenient and easily paid. 'Tis a path where thousands wend their way, for every day is a bargain day!—*Waldheim & Co., Cleveland, O.*

The stamp of public approval has long since been placed upon our business and our methods by the good people of

Alabama. The reason is not hard to find, for it is a matter of common notoriety that if you want the best for the least money in men's, women's or children's clothing that "The Saks Store" is the place to get it. And then almost every day we are offering something to our patrons for far less than equally good merchandise can be bought elsewhere, and in many instances, thanks to our fearless and gigantic purchases, for less than the cost of manufacturing the goods—and when we have a good thing, we always share it with our patrons.—*Louis Saks, Birmingham, Ala.*

Hard Buying That Makes Easy Selling.—Quality in merchandise is a tangible fact to those who know and those who really compare. The greatest encouragement we have in our merchandising methods is that Brooklyn buyers seek quality, and rather than attempt to carry comparison in the eye place goods side by side. It is the only safe way, for wherever unreasonably low prices are given by skimping quality the user of the merchandise must certainly be at a loss in the end. The quality of the Loeser merchandise has such a well-known high-standard of genuineness that emphasizing the fact is unnecessary, yet if you carry the truth in mind when reading to-morrow's offers you will more fully understand the value of opportunities that have rarely if ever been equaled in New York's business history.—*Loeser's, Brooklyn, N. Y.*

The style pendulum of this store keeps correct fashion time all the year round, regulated by the whims of Dame Fashion and the change of season styles.—*A. McNaughton Co., Muncie, Ind.*

See the saving we make in contrast to what the downtown stores must pay for their clothing. They buy of a wholesale manufacturer who gets a big profit. Again, see the enormous rents the downtown stores pay, while our rents are comparatively nothing. See their small assortment and then look at our big stock of clothing; which is larger than the stock of the three biggest downtown stores put together.—*N. Peters & Co., Syracuse, N. Y.*

Do you go where you can get the purest and freshest goods? Do you go where you can get the best service, or do you just drop in any place, pay the price asked, and take what is handed you?—*The Owl Drug Co., Los Angeles.*

It's not mere boasting to say that we outfit a man to the best advantage: The merchandise backs us up in an unequalled copartnership.—*Muse's, Atlanta.*

GENERAL INTRODUCTIONS

Annual Midsummer Sale.—Down go the profit bars; wide open go the low-price flood gates—and tens of thousands of articles go speeding towards an expectant public—shorn of profits—priced below all precedent.—*W. V. Snyder & Co., Newark, N. J.*

The best for least money is assured when making your purchases here? Goods exchanged or money refunded for any reason whatever! A safe trading place indeed.—*Alfred Edmondson, Morecombe, Eng.*

There—and here. There's a store somewhere that has good merchandise, but it's the deadliest, dullest, dreariest-looking place from the outside you ever saw. Not much better inside. "I feel as if they don't want me in there," said a woman who had been visiting in the city we have in mind. They don't. They want only people who come to buy and who know what they're after. No lookers; no visitors; no guests. How is it here? The door is open; the windows invite you. We're glad to see anyone; whether they come to buy or look—always. The store is more than a private business. It's a public institution. Supported by the people's patronage—of course; all the more reason then that it should be as free and open as the postoffice.—*Schippers & Block, Peoria.*

Marvelous merchandise moving. Each year finds every person engaged in thoughts of refurbishing either their wardrobe or the house. The day of this refurbishing is here. A million workers at loom and wheel, in factory or shop, are depending on your obedience to your desires. Your gratification of these desires adds to the prosperity of the nation and adds its power to the wheel of progress. The amount of merchandise moved by this store every year would be marvelous indeed were it not that people have grown accustomed to it. For let but a rising of the sun, let but a creation of the world happen twice, and it ceases to be marvelous, and yet a walk through the store showed ye scribe the many, many good things, never even mentioned to the public. Each year finds us better able to supply your needs than the preceding one. That is as it should be. When it ceases to be so, it will not be Milliken's.—*J. W. Milliken, Traverse City, Mich.*

The Policy of this House: Absolute Integrity — Satisfaction — Accommodation—with purpose of winning and holding the Confidence of every individual who enters its doors.—Under no possible circumstances will this house sanction

any word or deed of any employe designed to mislead a purchaser.—Whenever mistakes happen—as happen they must—the house will consider it a privilege to correct them with promptitude and courtesy.—The spirit of Accommodation will rule, and in the treatment of patrons and visitors this spirit will be developed to the fullest possible extent.—*H. G. Selfridge & Co., Chicago, Ill.*

Once there was a lovely young slip of a girl who told her most intimate friend that she had won her prospective husband at a golf game. "Is that so?" said her friend. "Why, I never knew that they gave booby prizes at a golf game."

A great many people interpret the meaning of things to suit themselves—so do some stores.

They publish advertisements, and when you answer them you find that the way you interpreted the meaning is altogether different than you thought it was.

Through their desire to get you to come to their stores they lose sight that you came for some definite purpose, for some special thing they promised you.

The article at the price is either all gone, or what's left you could buy at any time at practically your own price because no one wants it at any price.

Haven't you found it so?

The policy of this house does not sanction misrepresentation nor do we allow anything designed to mislead a single purchaser.

We want integrity in its broadest sense developed to its fullest possible limit.—*Simpson, Crawford Co., New York.*

We never have permitted and never will permit anyone to undersell us or successfully dispute our supremacy in any branch of our business.—*Abraham & Straus, Brooklyn.*

Miraculous Values.—*The Leader, Minneapolis, Minn.*

Kernels From the Bargain Cob.—*Bloomingdale's, New York.*

Goods Which Delight the Fastidious.—*Kaufmann's, Pittsburg, Pa.*

September Sales That Mean Substantial Savings.—*Bass, Atlanta, Ga.*

Money-Saving Value-Gaining Opportunities.—*The Boston Store, Milwaukee.*

Tremendous Bargain Privileges Displaying Thousands of Powerful Inducements.—*The Leader, Butte, Mont.*

Brisker Autumn Sales Than Ever.—Innovations that court widest interest.—*Fred'k Loeser & Co., Brooklyn, N. Y.*

GENERAL INTRODUCTIONS

Positively a Picture Gallery of High-Class Fashions.—*Raphael's, San Francisco, Cal.*

These Irresistible Bargains Will Surely Crowd the Store.—*The Goerke Co., Newark, N. J.*

Nippy winds have made many a chilly hour and suggested the need of starting up the furnace or looking up warm comforts. Mornings and nights you have seen the lightly clad individual shiver slightly when the more careful ones wore wraps and cloaks. Summer is gone and while we may still have some warm days, thoughtful people are hurrying preparations for cool weather.—*Globe Warehouse, Scranton, Pa.*

The emergence of fall's favored fashions is rapidly progressing throughout the entire house. Some idea of the wonderful scope of the movements of our buying organization during the past several months in the leading producing centers of the world can be gathered from the vast quantities of merchandise now being opened. In almost every section the reception of these "new things for autumn" has resulted in a complete transformation.—*Marshall Field & Co., Chicago, Ill.*

The Boston's rapid expansion. No store ever grew so fast—none deserved so—our policy insured rapid development—the verdict of the people is complimentary. The principles of the business are sound—they make the store—they sustain the store. Buyers are pretty shrewd judges of values. Our store philosophy is manifest in price arguments daily. Just now spring blooms riotously all through the establishment—a comparison of styles and prices will be mutually helpful. Will you compare? Start with what follows.—*Boston Store, Milwaukee, Wis.*

Breaths of spring. The first note of the robin red-breast is more delightful music than the whole chorus of the woods—when spring is fully here. Something of the same pleasure is in store for you to-morrow at Harned & Von Maur's, for—keeping pace with the spring-like weather—have come many of the new costumes and fabrics for spring. Blizzards may come, but they can't stop the steady onward march of Easter. Six weeks from now will see the fashionable world in all its glory of dress, and during the six weeks needles will fly and brains will busily work out the dresses, not only for spring, but for summer.—*Harned & Von Maur, Peoria.*

A store where honest values are ever

wedded to truthful words. We want to merit your good will even if we didn't get any of your cash.—*Cullen's, Ottumwa, Iowa.*

Grand carnival of spring bargains. Soft spring weather has filled the streets with spring shoppers. Naturally they expect to go where their money brings the best and surest returns. A few reasons why they should come to our store.—*Clark & Co., Peoria, Ill.*

The only things our buyers missed are the things you would not have. Does a large stock attract you? We've got it. Do low prices please you? We have them. Do straightforward methods and guaranteed transactions interest you? Then, this is your store. Big game awaits the women who hunt here for bargains.—*Cullen's, Ottumwa, Iowa.*

News to make the pulse beat quicker. March has come in like a lamb, but the spring apparel has come and is coming to Loeser's like a storm. The new things at Loeser's are on the tip of everybody's tongue. Here are printed facts, free from fanciful exaggeration—goods and prices that speak for themselves and can't fail to create the most extended interest and real benefit.—*Frederick Loeser & Co., Brooklyn, N. Y.*

The store's strong feature—"large assortments of the choicest"—has never been so clearly emphasized as in this section now.—*Boggs & Buhl, Pittsburg.*

"Off with the old—on with the new!" Not the addenda of former fashions—but distinctly refreshing, new throughout.—*New York Store, A. Chabot, Prop., Crookstown, Minn.*

No backward movement here! We are forever pushing ahead, always leading, always beating others' prices. The plans have been laid and already a good start made for the largest year's business in the history of the Big Economy Store.—*Big Economy Store, W. B. Dunlap, Bowerston, Ohio.*

The best and only way to please a woman is to give her a bargain. Something that she can show to her next door neighbor or bosom friend and say with delight, "See what a bargain I have got at so and so." Now we are going to delight many a woman on Monday.—*James Shea, Hamilton, Canada.*

Our stock is by far the largest, and daily arrivals make housefurnishing here a pleasant task rather than an expensive luxury. No purse too big, no purse too small, but what we please them, one and all.—*Hall & Hawkins, Knoxville, Tenn.*

GENERAL INTRODUCTIONS

ILLUSTRATED ADVERTISEMENTS



No. 263



No. 306

FIX UP YOUR HOUSE THIS SPRING

Nothing better for a house than frequent painting—tenants come easy for a well painted house too.

Talk over the paint question with us.

This shows wording and illustrations, but does not suggest manner of display.

Pure prepared *paint* is a perfect paint and is unsurpassed for durability in this climate. Properly used it will retain its finish and wear better than lead and oil mixed by hand. We guarantee Pure Prepared paint to be composed of pure white lead, pure oxide of zinc and pure linseed oil, and coloring pigments and contains no adulterant. Give it a trial on your next work.

for houses, barns, floors, cupboards, shelves, furniture, bath tubs, buggies, farm tools, etc. A special paint for each purpose, not one slap-dash mixture for all. Not low priced, but highest grade at fair, honest prices. You know our reputation. We say these are the best paints we know of. You'll say so too after you have used them.

This shows wording and illustrations, but does not suggest manner of display.

A LITTLE TIME AND MONEY

spent in fixing up your house this season will prove a profitable investment in the long run.

What about Painting? thought of it? Come and talk with us—we'll make you see the wisdom of using good house paints.



No. 339



No. 21

A PAINT SURPRISE

It will surprise you to see how it looks, how it wears, how easy it works, how economical it is when you paint with — paints, the oldest and best-known paints in America to-day, made from best paint material, to fight off hot sun and storm, to outlast all others and at just the right price for pure paints.

This shows wording and illustrations, but does not suggest manner of display.

DO YOUR PAINTING IN HOT WEATHER

Everything is dry and buildings properly painted now will last for many years. It would seem like a vacation to us to make that old weather beaten house look like a new one. That is what paint is for, and that is what we are here for; to make the homes of Fresno more attractive, both exterior and interior, better to live in, better to keep, better to sell or rent; in fact a little of our wall paper and paint will always bring results. — *Patterson-Dick Co., Fresno, Cal.*

THE REAL THING IN PAINT

Paint that is paint—every bit of it. Pure white lead, pure linseed oil, pure coloring pigments and nothing else, excepting a thoroughly scientific grinding and mixing of the parts together so that they will cover more surface, cover it better, cost less, and last longer than any other paint. That's the — kind. If, after you have used the — Paints, you think some other kind would have been cheaper and better, we'll repaint your house without charge with any paint you may select. All kinds of painters' supplies.

This shows wording and illustrations, but does not suggest manner of display.

ASK A MAN WHO KNOWS

A man who knows about paints—will select our paints every time. They are high-grade in quality—but moderate in price. They will wear and preserve the surface on which they are put—will hold their color and won't peel or crack. They are easy to put on with a smooth finish.



No. 53



No. 265

CHANGE THE APPEARANCE OF YOUR WOOD-WORK

by the use of the — preparations. Brush it over with — paint and varnish remover—let it stand four minutes, and you can wipe off the old finish with a cloth, clean to the wood. Then apply — one coat finish—just once over with a brush completes the job—gives the dull beautiful finish of oak, rosewood, mahogany —whatever wood you choose. Easy to do, perfectly simple—results are sure to please you. — remover costs 45c a can! — finish, 60c pint.

This shows wording and illustrations, but does not suggest manner of display.

— STAINS WILL MAKE YOUR FURNITURE AND WOOD WORK LOOK LIKE NEW

Is beautiful, durable and inexpensive. Let us tell you how to make your home attractive, inside and out without a big pocketbook. Ask for color cards, booklets, facts and prices. We are always ready to talk on the paint and varnish question.

Is invaluable in cases of emergency, and every housekeeper should have a can on hand all the time. Often a piece of furniture is badly scratched or the interior woodwork discolored. Bring out your — and in no time you will have a smooth, brilliant finish that will wear like iron. Any one can apply it. Nothing on earth like — for rough floors. It makes them look like fine hardwood. Thousands of people everywhere use and praise it as the best and cheapest preparation.

This shows wording and illustrations, but does not suggest manner of display.

BRIGHTEN UP!

A Stain That's Not a Blemish on either your reputation or your house is a bit of wood stain we can supply—which you can apply—for the sides of your staircases—carpet in the middle you know. It's remarkable how cheaply you can improve the appearance of your staircase and halls by buying paints, stains and varnishes here.

Refrigerator Sale

Refrigerator time is here, and we will offer to the ready buyers for fifteen days the (Clemons) Refrigerator at very low prices. We only ask that you give us a book and compare our prices with theirs, and you will be convinced that you will save at least 30 per cent. by buying from us. Terms cash or credit. (30 days' credit allowed.)

617 White Enamelled, ice capacity 100 pounds	\$12
702 White Enamelled, ice capacity 100 pounds	\$12
803 White Enamelled, ice capacity 150 pounds	\$12
805 White Enamelled, ice capacity 175 pounds	\$12
807 White Enamelled, ice capacity 200 pounds	\$12
27-White Enamelled, ice capacity 300 pounds	\$12
28-White Enamelled, ice capacity 300 pounds	\$12
Solid Porcelain Lined, ice capacity 100 pounds, finished in Early English.	\$20

CLEMONS' BROTHERS

113 West Eighth St.

Telephone, Main 4-4646



Farm Implements And Repairs

"Pittsburg Perfect" Fencing

Wires here in the hardware business a long time and have learned a great deal about the art of Wires Fencing, but the best of them all is the "Pittsburg Perfect" fencing.

The way in this fence is large, strong, well galvanized steel, welded-electrically. It holds its weight well and may stand twice as long as any other wire to hold together and never rust.

The stay wires are the same size as the strand wires and cannot be opened by stock. For poultry, pens and garden fences, there's none like it. Buy it, try it and your fence troubles will vanish into thin air.

Poultry Fencing, \$4.50 and \$5.50 per roll of 10 rods.
 Hog or Field Fencing \$3.50, \$4.50 and \$5.50 per roll.
 Yard Fencing, 2x4-inch mesh, \$12.00 the roll.

If you're not at Atlanta, write us for information. We'll be glad to hear from you. U.S.



For
YOUR LAWN
OR
GARDEN

We have all the necessary apparatus: Mowers from \$2.50 to \$15.00. Hose from 10c to 25c per foot. You will find here the greatest variety at the lowest price.

Loeb
Hardware Co.

Summer-time Needfuls

For the House and Lawn

Lawn
Mowers

We answer to all your lawn mowing needs. We sell Columbia's Lawn Mowers. It's one of our very best agencies. Give our mowers a trial, you will find you can do everything that we claim is good.

One feet, a small lawn ... \$1.00
A ball-bearing machine ... \$1.00
Oaks up to 40 ... \$1.00

Price up to \$1.00 to \$2.00

Screens

If you are not able to screen in the whole house, just try one room at a time. Don't be long. There are no screens to screen, and when you do, you'll get a fine home or a good dog you'll want to protect him from the flies.

No use talking, screens are the thing! Columbia is THE leader. We sell Continental screens.

16-inch Architec Windows, \$2.00 each. Double Screen Windows ... \$2.00 each

A good door ... \$1.00 Front Door ... \$1.00 to \$2.00

REFRIGERATORS

Columbia above all is the vital point in all refrigerators—Chase the Hottest Days with Columbia.

Drs. Miles & Goldsmith
Dr. W. C. Gandy
Dr. A. A. Amerson & McMurtry
Dr. J. C. Johnson
Atkins Hospital
Dr. W. C. Gandy
Dr. W. C. Gandy

The following partnerships were the blisters:

Dr. Miles & Goldsmith
Dr. W. C. Gandy
Dr. A. A. Amerson & McMurtry
Dr. J. C. Johnson
Atkins Hospital
Dr. W. C. Gandy
Dr. W. C. Gandy

Let us show you a hat of over 1000 hats. You will be trouble to find out how they like it.

2000 Refrigerators with double doors ... \$1.00 up

Freezers

This is a vegetable ice cream weather-gauge mighty cold. It's a good one for a house or a garage, and was designed with your purchase.

There is a REFRIGERATOR BASE—these rubber bases are made of a special composition. They are made by the Dreyfuss Brand, this sold by 16 feet. Our remnant sale \$2.15. Fully, \$1.00 to \$2.00. Length 16 feet.

SALE PRICE ... \$1.00 to \$2.00

Hightower & Graves
Hardware Co.

50 Whitehall

Don't Let Your Neighbors
Have the
Finest Garden

Get an early start and beat them out. A little work each morning with a good grade of garden tools will accomplish wonders in vegetables, etc., and save you considerable of the high cost of living.

Shank Field Hoe	... 35c, 40c, 45c
Bucket Field Hoe	... 45c, 50c
Wooling Hoe	... 30c, 35c, 40c
Garden Cultivator	... 1.00
Garden Trowels	... 10c
Wood Wheelbarrows	... \$1.75
Garden Barrows	... \$2.25, \$3.50
Plain Spading Forks	... 70c
Strapped Spading Forks	... 75c
Spades, long and short handles	... 60c
Shears, grass and hedge	... 20c
Iron Rakes, 12 tooth	... 25c
Iron Rakes, 14 tooth	... 25c
Plain Steel Rakes, 12 tooth	... 14c, 20c, 40c
Plain Steel Rakes, 14 tooth	... 14c, 20c, 40c
Wire Lawn Rakes	... 30c

BACCOCK, HINDS & UNDERWOOD
174 Washington—Near Court—125 State

CHAS. LOEPPE
HARDWARE COMPANY
3766 S. Broadway

WEEKLY BARGAINS

Broad Leaf Curtain Hardware
Hoops per 100, 50c; per
foot, 10c.
14-Tine Crook's Steel Rake ... 20c
14-Tine Crook's Metal Rake ... 45c
14-Tine Wire Laundry Rake ... 40c
14-Tine Wire Laundry Rake ... 40c
14-Tine Mailbox Rake ... 20c

SPECIAL GARDEN HOES

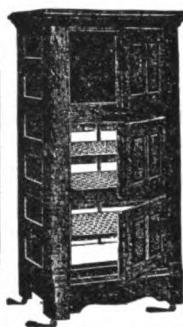
All sizes same as cut.

14-Tine Spading Forks ... 25c

14-Tine Spading Forks

REFRIGERATORS

**ALL
SIZES**



**ALL
SIZES**

Largest Assortment
**LAWN
MOWERS**

**GARDEN
HOSE**

Lawn Sprinklers



Stove Tubing
Summer Cooking Utensils
Gas Plates

M'MANAMY & RODMAN

DON'T FORGET!

WE ARE STILL MAKING SPECIAL PRICES ON GRANITE WARE.
WE ALSO HAVE A LIMITED AMOUNT OF UNITED SILVER CO. TABLEWARE THAT WE ARE
SELLING AT HALF THE REGULAR PRICE.

Spilman Hardware Co.,
114 East Main Street.

A Sanitary Kitchen



What's any prettier,
more sensible, or more
sanitary than a kitchen
fitted out with Pure White
Ware?

SWEDISH PURE WHITE ENAMELED WARE

Supplies this ware, being the most perfect, best finished highest grade line of ware at moderate prices ever shown. Every article used in the kitchen; also hospital supplies.

Non-Poisonous

This Swedish Ware is absolutely guaranteed against any poisonous substance. Can't we help you have that sanitary kitchen.

Snow-Tutte's Hardware Co.
House Furnishing Goods

Base Ball Goods

Here's another new department where you can secure all sorts of supplies for the playing of the great American game.

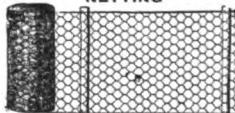
Fielder's gloves, catchers' and basemen's mitts, masks, balls, bats, everything you need.

Complete assortments, so that we can serve the youngest vacant lot players as well as those who go into the big games.

BARRETT HARDWARE CO.

New Ottawa Street Building, Joliet, Ill.

POULTRY AND CHICKEN NETTING



Are made of respectively No. 19 and No. 20 wire, being thoroughly galvanized after it is woven, preventing rust from collecting and assuring the customer of its durability. 150 running feet in each roll.

	1 Ft.	2 Ft.	3 Ft.
POULTRY 2-INCH MESH	.83 Roll	1.65 Roll	2.48 Roll
	4 Ft.	5 Ft.	6 Ft.
CHICKEN 1-INCH MESH	3.30 Roll	4.00 Roll	4.95 Roll

WHEEL BARROWS and GARDEN ACCESSORIES



A full sized hardwood No. 4 Cahnher Custom Wheel Barrow with eight-spoke wheel, iron hub and axle.

\$3.50 Each

WOOD TRAY CANAL BARROWS	\$2.00 Each
Wood Wheel

Iron Wheel	2.25 Each
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STEEL GOODS



Rakes, Hoes, Hay Forks, Spading Forks, Spades, Turf Edgers, Manure Hooks and Onion Hoels.

Who could neglect to give their yard its regular spring cleaning when an all steel rake can be obtained for

38c. Each

THE

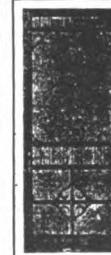
Pierce Hardware Company

It's Time Now To Screen

Your Windows and
Doors

Fortify Your Home
Against the Pesky Fly

"Continental"
Screens Last a Lifetime



WINDOWS, 35c and Up
DOORS, 85c and Up

Ask to See Our Metal Frame
Window Screens, 8c and up

WILLARD BROS. & HOLT

HARDWARE - - 712 Market Street

Flies a Menace to Health

It has long been observed that flies are a pest to man and beast.

They have been found to be a source of health, being a carrier of disease.

Recently, attention

has been drawn to the fact

that flies are a carrier of

various diseases.

There has been a

general increase in

the number of

flies in recent years.

It is now known that

flies are a carrier of

various diseases.

We have therefore

decided to offer

the best quality

of screens and

other hardware

at reasonable prices.

Our screens are

made of the best

material available.

They are made

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They are made

of the best

Out-Door Sporting Goods for Everybody

Spring is here and the children should be given all possible chance to take healthy exercise. Give them something that will take them out in the open air with their play; you'll like the quiet and they the sport. We have sporting goods for the grown-ups, too, that are strictly first quality and will last.

Base Ball Goods

We have a complete stock of all kinds of Base-ball equipment. Things for the kids as well as standard quality goods for those that want the best.

Pieces to suit every pocket-book.

Balls 10c to \$1.00
Gloves 25c to \$3.50
Mitts 25c to \$6.00
Bats 5c to \$1.25
Masks 25c to \$3.50

But quality for the price.

Bicycles

Your boy has been wanting a new bicycle for some time. Why don't you humor him? It doesn't cost much and a bicycle will tickle him beyond words. We've got agents in four of the best makes. Rambler, with coaster brake \$4.50. Racer, with coaster brake \$4.50. Yale, with coaster brake \$3.00. Columbia, with coaster brake \$3.50. Wonder, with coaster brake \$2.50. They are, all good and will give satisfactory service.

THE PRICES ARE RIGHT AT

KLEIN'S

7 and 7 1-2 N. Court St., Montgomery, Ala.

"ALWAYS ON THE LEVEL"

Everything for the Game

New and Complete Stocks



Uniforms a Specialty
Specially attractive qualities and prices
for Team Lots. Orders promptly filled
from stock or carefully made to order.
Free catalog of flannels and prices upon
request.

Gloves, 25c to \$3.50 | Bats, 10c to \$1.00
Mitts, 25c to \$8.00 | Bat Bags, \$1 to \$6
Masks, 25c to \$4.00 | Shoes, \$2 to \$6

Body Protectors, \$1.00 to \$1.00

Indicators, Score Books, Shoe Plates, all
kinds, Wrist and Ankle Supporters, etc.

ANDERSON HARDWARE CO.
11 North Pryor Street

Poultry Netting

We have an accumulation of remnants of galvanized poultry netting, ranging in width from 12 to 22 inches and in length up to 35 feet, that we have put on sale at

**15 and 25 Cents
PER ROLL**

**G. W. BARNETT
HARDWARE CO.**

116-118 Commerce St.

Phone 348

This is a Rare Razor

for the money—a much better one than is usually sold for the price. It's made in Germany, especially for us, and the two blades are steel. (Anne gun metal) and is ready for instant use.

With handle, with blades of several widths.

\$1.75 only

Cheerful, show it at any time.

Other Razors—Including the Safety—25c up.

F. S.

KATZENBACH

& CO.

35 E. State St.

Remember

The Oliver Chilled Plow

is the best in the world and has the best record. We have got the genuine plows and other requisites for your agricultural needs. Come to us and we are sure to give you the Oliver Plows and other tools with them—

MORRIS & KING

HARDWARE CO.

Waynesboro, Pa.

Vehicle Buying Days



This is the time of the year when you want to get out in the open. Buy one of our vehicles, you will enjoy comfort, and have the swiftest runabout to the cheapest buggy.

Our styles are distinctive, our prices right. Select now while our stock is complete.

Loeb Hardware Co.

PAINTING TIME ALMOST HERE

'Are you going to have your house painted this season?

Then it's time now to think about paints. What kind will you use?

If you have looked into the matter of paints very far, you'll use DEVOE.

For DEVOE GOES FURTHER AND COSTS LESS.

That's been proven over and over every day, for 153 years.

Cots least at the store, costs least to put on, costs least in wear—costs least altogether.

BABCOCK, HINDS & UNDERWOOD

174 Washington—Near Court—125 State

Tools

for Spring Work

The season for trimming vines and bushes is here and we want to sell you the necessary Pruning Shears and Trimmers.

John W. Seaman,
145-147 South Main St.

King Hardware Company

Builders' Hardware in Special Sale

Tian's often that you hear of a sale of this kind. Usually, you're asked to pay full price for this class of material. But beginning tomorrow and continuing for several days, we're going to offer at special prices, some items from our splendid stock of Builders' Hardware.

And just a word in passing about this stock. It's a mighty good stock, complete in every detail. We're proud of it. We want you to know it. If you're doing any building or if you have any repairing to do this spring, come to us for your hardware and tools. We carry only standard brands and we're sure we can serve you satisfactorily. No matter how small your order, we want it.

Here are the "specials":

Gate Hinges and Latches combined, regular 40c value 10c

Door Checking Spring for regular size door, \$3.50 value \$2

Odds and ends of Double and Single Sliding Door Locks Less than COST

A few Yale Cylinder Front Door Locks Less than COST

Odds and ends of Flush Sash Lifts. Regular values 10c to 25c 8c

10c Corkscrews 1c

Tacks that were 5c a package 1c

And here are a couple of general items from our regular stock:

A complete line of Yale Night Latches, 50c to \$3

Yale Padlocks 50c to \$1.50

Regular Padlocks 10c to \$1.50

Yale Door Checks \$3.50 to \$8.50

We'll be glad to tell you anything we know about Builders' Hardware and Tools. And we know heaps of things that maybe you've never thought of. Ask us

King Hardware Company
Peachtree Whitehall



Headquarters for Dog Collars!
At the First Store Lowest Price
THE SHETLAND BUSINESS CO.

17 W. 2nd St., Bldg. 225 Main Street
Telephone 284-44

If You Would

Help Your

Wife

make a home work easier, buy her a few of the many articles we have which make each work lighter and easier done.

WASHING MACHINES
We have a large stock of washing machines, all made by the best companies. They are simple to use, reliable, and will wash off the dirtiest clothes. Call for a catalog. At "ASHDOWN'S" warehouse, 116-118 Commerce Street, we have some fine new washing machines. Mail to \$12.50.

ELECTRIC SMOOTHING IRONS
Call us to look, are most popular, and will add much to beauty and convenience. Call for a catalog. At "ASHDOWN'S" warehouse, 116-118 Commerce Street, we have some fine new smoothing irons. Mail to \$12.50.

PIRELLI COOKERS
Another great commodity is the "PIRELLI" Cooker, in which is used gas in greater quantity than ever before. Price \$12.50.

ASHDOWN'S
Main Street Store

JUST FIGURE IT UP

DECIDE what you want for your home in the way of gas or electric fixtures--then tell it to us. Our large stock comprises the ornamental and the plain, the expensive and the moderately priced, but all well made and worth the money.

We have experienced men in our employ who will make valuable suggestions as to room treatment and aid in the selection of lighting fixtures that will harmonize with your color scheme.

Don't forget electric door bells and servants' bells. It's easy to ring for the servant and it saves time. We can supply you with many devices to make your home modern and comfortable.

Electric Construction Co.

10 N. Broad St. Phones 378
Prudential Building.



FOR ALL
—While
They Last.

Plumber's Friend

Shovels

"Edict" Tool Grinders

Feather Dusters

8-Day Gold Clock

1-Day Silver Clock

Silver Specular

Gold Tobacco Jars, Silver Tops

Silver Shaving Mugs

Silver Sandwich Plates

Silver Candelabra 8 lights

Triplette Mirror

5-Day Gold Mantel Clock

8-Day Enamelled Iron Colonial Mantel Clock

8-Day Enamelled Iron Colonial Mantel Clock

Glass Cracker Jar

Toilet Bowls

Umbrella Stand

Umbrella Stand

8-Day Gold Clock

1-Day Silver Clock

Silver Specular

Gold Tobacco Jars, Silver Tops

Silver Shaving Mugs

Silver Sandwich Plates

Silver Candelabra 8 lights

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Quarto 659.1 B648h
Borsodi, William, ed.
Hardware advertising; a collection of se



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Put the Modern Advertising Plant in Your Office

Use It to Bring Your Wares to the
Personal Attention of Your Customers
By Means of Personal Letters



The
OLIVER
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*The Standard
Visible Writer*

Will Pay for Itself Quickly in New Busi-
ness It Will Bring You, and You Have the
Convenience and Pleasure of Its Use Besides

Let us tell you about this personal letter advertising.
Let us show you the Oliver.
You can easily use it yourself.

THE OLIVER TYPEWRITER COMPANY
310 BROADWAY, NEW YORK